Cat Care Market in Russia to 2014

Description:
Introduction

This databook provides key data and information on the cat care market in Russia. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

Scope

- Contains information on four categories: cat food, cat litter, cat treats and milk and cat toys
- Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data
- Category level company and brand share as well as distribution share information for 2008 and 2009
- Review of the top two companies within the market, including company overview, key facts and business description

Highlights

The market for cat care in Russia increased at a compound annual growth rate of 4.7% between 2004 and 2009.

The cat food category led the cat care market in Russia, accounting for a share of 80.5%.


Reasons to Purchase

- Develop business strategies by understanding the quantitative trends within the cat care market in Russia
- Design effective marketing and sales strategies by identifying key market categories and segments
- Identify key players within the cat care market to plan lucrative M&A, partnerships and agreements

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