U.S. Pet MarketLooks: Cat Litter

Description:
This report provides topline data on the U.S. retail market for cat litter, with a focus on consumer purchasing patterns. Data sources include a Packaged Facts April-May 2014 online consumer survey, IRI multi-outlet (MULO) mass-market sales data for the 52 weeks ending March 23, 2014, and Experian Marketing Services Spring 2014 Simmons National Consumer Survey. The report primarily consists of 15 data tables, graphs, or pie charts.

Table of Figures

Fig. 1: Mass-Market Sales of Cat/Dog Litter, 52 Weeks Ending March 23, 2014
(table with dollar, unit, and volume sales and percent change over previous year period)

Fig. 2: Usage Rates for Cat Litter: By Number of Cats in Household, 2014
(bar graph with percent)

Fig. 3: Types of Cat Litter Regularly Purchased, 2014
(bar graph with percent for clumping, clay/non-clumping, natural/organic/eco-friendly, and crystals)

Fig. 4: Percent of Cat Litter Purchasers Choosing Clumping/Scoopable Formulations, 2004-2014
(table with percent)

Fig. 5: U.S. Retail Dollar Sales of Natural Formulation Cat Litter, 2010 vs. 2014
(table with sales in millions and CAGR for 2010-2014)

Fig. 6: Leading Marketers of Cat/Dog Litter, 52 Weeks Ending March 23, 2014
(bar graph with percent market share)

Fig. 7: Leading Mass-Market Brands of Cat/Dog Litter, 52 Weeks Ending March 23, 2014
(table with percent market share and dollar sales in millions)

Fig. 8: Mass-Market Brand Line Growth Leaders for Cat/Dog Litter, 52 Weeks Ending March 23, 2014
(table with dollar sales, dollar sales, and dollar gains over 52-week period)

Fig. 9: Leading Cat Litter Brands by Usage Rates, 2006-2014
(table with dollar sales, dollar sales, and dollar gains over 52-week period)

Fig. 10: Frequency of Changing Cat Litter: Times Changed in Last 14 Days, 2006-2014
(table with percent of cat litter users by number of times changed)

Fig. 11: How many cat litter boxes are in your household?, 2014
(pie chart with percent of cat litter users by number of boxes)

Fig. 12: Do you use more than one cat litter box per cat?, 2014
(pie chart with percent for yes and no)

Fig. 13: When was your most recent purchase of a cat litter box?, 2014

(bar graph with percent by recentness of purchase)

Fig. 14: Do you use cat litter box liners with your litter box?, 2014

(pie chart with percent for yes and no)

Fig. 15: Do you use a mat (such as a no-tracking mat) with your litter box?, 2014

(pie chart with percent for yes and no)

Contents:

Table of Figures

Fig. 1: Mass-Market Sales of Cat/Dog Litter, 52 Weeks Ending March 23, 2014

(table with dollar, unit, and volume sales and percent change over previous year period)

Fig. 2: Usage Rates for Cat Litter: By Number of Cats in Household, 2014

(bar graph with percent)

Fig. 3: Types of Cat Litter Regularly Purchased, 2014

(bar graph with percent for clumping, clay/non-clumping, natural/organic/eco-friendly, and crystals)

Fig. 4: Percent of Cat Litter Purchasers Choosing Clumping/Scoopable Formulations, 2004-2014

(table with percent)

Fig. 5: U.S. Retail Dollar Sales of Natural Formulation Cat Litter, 2010 vs. 2014

(table with sales in millions and CAGR for 2010-2014)

Fig. 6: Leading Marketers of Cat/Dog Litter, 52 Weeks Ending March 23, 2014

(bar graph with percent market share)

Fig. 7: Leading Mass-Market Brands of Cat/Dog Litter, 52 Weeks Ending March 23, 2014

(table with percent market share and dollar sales in millions)

Fig. 8: Mass-Market Brand Line Growth Leaders for Cat/Dog Litter, 52 Weeks Ending March 23, 2014

(table with dollar sales, dollar sales, and dollar gains over 52-week period)

Fig. 9: Leading Cat Litter Brands by Usage Rates, 2006-2014

(table with dollar sales, dollar sales, and dollar gains over 52-week period)

Fig. 10: Frequency of Changing Cat Litter: Times Changed in Last 14 Days, 2006-2014

(table with percent of cat litter users by number of times changed)

Fig. 11: How many cat litter boxes are in your household?, 2014

(pie chart with percent of cat litter users by number of boxes)

Fig. 12: Do you use more than one cat litter box per cat?, 2014
(pie chart with percent for yes and no)

Fig. 13: When was your most recent purchase of a cat litter box?, 2014

(bar graph with percent by recentness of purchase)

Fig. 14: Do you use cat litter box liners with your litter box?, 2014

(pie chart with percent for yes and no)

Fig. 15: Do you use a mat (such as a no-tracking mat) with your litter box?, 2014

(pie chart with percent for yes and no)

Ordering:

Order Online - [http://www.researchandmarkets.com/reports/3058324/](http://www.researchandmarkets.com/reports/3058324/)

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

- **Product Name:** U.S. Pet MarketLooks: Cat Litter
- **Web Address:** [http://www.researchandmarkets.com/reports/3058324/](http://www.researchandmarkets.com/reports/3058324/)
- **Office Code:** SCH3HNB3

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td>USD 900</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td>USD 2000</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in **BLOCK CAPITALS**

- **Title:** Mr □ Mrs □ Dr □ Miss □ Ms □ Prof □
- **First Name:** ___________________________  **Last Name:** ___________________________
- **Email Address:** *
- **Job Title:** ___________________________
- **Organisation:** _________________________
- **Address:**
  - ______________________________________
  - ______________________________________
- **City:** _______________________________
- **Postal / Zip Code:** ____________________
- **Country:** ____________________________
- **Phone Number:** _______________________
- **Fax Number:** _________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: _______________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp