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.

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