

# Cat Care Market in Middle East and Africa to 2014

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## Abstracts

### Introduction

This databook provides key data and information on the cat care market covering seven countries in the Middle East and Africa region. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution and company 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 and volume with historic (2004-09) and forecast (2010-14) data

Category level company share as well as distribution share information for 2008 and 2009

Review of the top two companies within the cat care market, including company overview, key facts and business description

### Highlights

The market for cat care in Middle East and Africa increased at a compound annual growth rate of 7.2% between 2004 and 2009.

The cat food category led the cat care market in Middle East and Africa, accounting for a share of 86.9%.

The leading players in the Middle East and African cat care market include Mars, Inc., Nestle S.A. and Bio-Pet, Maabarot Products Ltd.

### **Reasons to Purchase**

Develop business strategies by understanding the quantitative trends within the cat care market in Middle East and Africa

Design effective marketing and sales strategies by identifying key market categories and segments

Identify key players within the market to plan lucrative M&A, partnerships and agreements

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