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Other Pet Care Market in Greece to 2014

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Abstracts

Introduction

This databook provides key data and information on the other pet care market in Greece. 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 three categories:bird, rodent and fish

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

Highlights

The market for other pet care in Greece increased at a compound annual growth rate of 4.5% between 2004 and 2009.

The fish category led the other pet care market in Greece, accounting for a share of 52.7%.

The leading players in the Greek other pet care market are Spectrum Brands,

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Inc., Vitakraft-Werke Wührmann & Sohn GmbH & Co. KG. and Rolf C. Hagen Inc.

Reasons to Purchase

Develop business strategies by understanding the quantitative trends within the other pet care market in Greece

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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