

Other Pet Care Market in North America to 2014

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Abstracts

Introduction

This databook provides key data and information on the other pet care market covering two countries in North America. 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 three categories: fish, bird and rodent

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

Highlights

The market for other pet care in North America increased at a compound annual growth rate of 3.9% between 2004 and 2009.

The fish category led the other pet care market in North America, accounting for a share of 67.2%.

The leading players in the North American other pet care market include

Spectrum Brands, Inc., The Hartz Mountain Corporation and Aquarium Pharmaceuticals Inc.

Reasons to Purchase

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

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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Contents

CHAPTER 1 EXECUTIVE SUMMARY

Summary market level: other pet care

Market value

Market value forecast

Market volume

Market volume forecast

Market segmentation

Summary category level: bird

Market value

Market value forecast

Market volume

Market volume forecast

Market segmentation

Market share

Summary category level: fish

Market value

Market value forecast

Market volume

Market volume forecast

Market segmentation

Market share

Summary category level: rodent

Market value

Market value forecast

Market volume

Market volume forecast

Market segmentation

CHAPTER 2 INTRODUCTION

What is this report about?

How to use this report

Market definition

Table of Contents

List of Figures

List of Tables

CHAPTER 3 OVERVIEW

Value Analysis

Volume Analysis

CHAPTER 4 NORTH AMERICA OTHER PET CARE: MARKET OVERVIEW

Value analysis (US Dollars), 2004?09

Value analysis (US Dollars), 2009?14

Volume analysis, 2004?09

Volume analysis, 2009?14

Company share analysis

Distribution analysis

Expenditure and consumption per capita

CHAPTER 5 LEADING COMPANY PROFILE

Spectrum Brands Holdings, Inc.

CHAPTER 6 CATEGORY ANALYSIS: BIRD

Value analysis (US Dollars), 2004?09

Value analysis (US Dollars), 2009?14

Volume analysis, 2004?09

Volume analysis, 2009?14

Company share analysis

Distribution analysis

Expenditure and consumption per capita

CHAPTER 7 CATEGORY ANALYSIS: FISH

Value analysis (US Dollars), 2004?09

Value analysis (US Dollars), 2009?14

Volume analysis, 2004?09

Volume analysis, 2009?14

Company share analysis

Distribution analysis

Expenditure and consumption per capita

CHAPTER 8 CATEGORY ANALYSIS: RODENT

Value analysis (US Dollars), 2004?09
Value analysis (US Dollars), 2009?14
Volume analysis, 2004?09
Volume analysis, 2009?14
Company share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 9 RESEARCH METHODOLOGY

Methodology overview
Secondary research
Market modeling
Creating an initial data model
Revising the initial data model
Creating a final estimate
Creating demographic value splits
Primary research
Data finalization
Ongoing research

CHAPTER 10 APPENDIX

Future readings
How to contact experts in your industry
Disclaimer

List Of Tables

LIST OF TABLES

Table 1: Other pet care category definitions

Table 2: Other pet care distribution channels

Table 3: North America, other pet care, value (country-wise), 2004?09 (\$m)

Table 4: North America, other pet care, value (country-wise) forecast, 2009?14 (\$m)

Table 5: North America, other pet care, volume (country-wise), 2004?09 (kg/units, million)

Table 6: North America, other pet care, volume (country-wise) forecast, 2009?14 (kg/units, million)

Table 7: North America, other pet care, value by category (\$m), 2004?09

Table 8: North America, other pet care, value forecast by category (\$m), 2009?14

Table 9: North America, other pet care, volume by category (kg/units, million), 2004?09

Table 10: North America, other pet care, volume forecast by category (kg/units, million), 2009?14

Table 11: North America, other pet care, company share (top 20 companies) by value (%), 2008?09

Table 12: North America, other pet care, value by company (\$m), 2008?09

Table 13: North America, other pet care, distribution channels by value (%), 2008?09

Table 14: North America, other pet care, value by distribution channel (\$m), 2008?09

Table 15: North America, other pet care, expenditure per capita (\$), 2004?09

Table 16: North America, other pet care, forecast expenditure per capita (\$), 2009?14

Table 17: North America, other pet care, consumption per capita (kg/units), 2004?09

Table 18: North America, other pet care, forecast consumption per capita (kg/units), 2009?14

Table 19: Spectrum Brands Holdings, Inc. key facts

Table 20: North America, bird, value by segment (\$m), 2004?09

Table 21: North America, bird, value forecast by segment (\$m), 2009?14

Table 22: North America, bird, volume by segment (kg/units, million), 2004?09

Table 23: North America, bird, volume forecast by segment (kg/units, million), 2009?14

Table 24: North America, bird, company share by value (%), 2008?09

Table 25: North America, bird, value by company (\$m), 2008?09

Table 26: North America, bird, distribution channels by value (%), 2008?09

Table 27: North America, bird, value by distribution channel (\$m), 2008?09

Table 28: North America, bird, expenditure per capita (\$), 2004?09

Table 29: North America, bird, forecast expenditure per capita (\$), 2009?14

Table 30: North America, bird, consumption per capita (kg/units), 2004?09

Table 31: North America, bird, forecast consumption per capita (kg/units), 2009?14

Table 32: North America, fish, value by segment (\$m), 2004?09

Table 33: North America, fish, value forecast by segment (\$m), 2009?14

Table 34: North America, fish, volume by segment (kg/units, million), 2004?09

Table 35: North America, fish, volume forecast by segment (kg/units, million), 2009?14

Table 36: North America, fish, company share by value (%), 2008?09

Table 37: North America, fish, value by company (\$m), 2008?09

Table 38: North America, fish, distribution channels by value (%), 2008?09

Table 39: North America, fish, value by distribution channel (\$m), 2008?09

Table 40: North America, fish, expenditure per capita (\$), 2004?09

Table 41: North America, fish, forecast expenditure per capita (\$), 2009?14

Table 42: North America, fish, consumption per capita (kg/units), 2004?09

Table 43: North America, fish, forecast consumption per capita (kg/units), 2009?14

Table 44: North America, rodent, value by segment (\$m), 2004?09

Table 45: North America, rodent, value forecast by segment (\$m), 2009?14

Table 46: North America, rodent, volume by segment (kg/units, million), 2004?09

Table 47: North America, rodent, volume forecast by segment (kg/units, million),
2009?14

Table 48: North America, rodent, company share (top 20 companies) by value (%),
2008?09

Table 49: North America, rodent, value by company (\$m), 2008?09

Table 50: North America, rodent, distribution channels by value (%), 2008?09

Table 51: North America, rodent, value by distribution channel (\$m), 2008?09

Table 52: North America, rodent, expenditure per capita (\$), 2004?09

Table 53: North America, rodent, forecast expenditure per capita (\$), 2009?14

Table 54: North America, rodent, consumption per capita (kg/units), 2004?09

Table 55: North America, rodent, forecast consumption per capita (kg/units), 2009?14

List Of Figures

LIST OF FIGURES

Figure 1: North America, other pet care, value by category (\$m), 2004?14

Figure 2: North America, other pet care, category growth comparison, by value, 2004?14

Figure 3: North America, other pet care, volume by category (kg/units, million), 2004?14

Figure 4: North America, other pet care, category growth comparison, by volume, 2004?14

Figure 5: North America, other pet care, company share (top five companies) by value (%), 2008?09

Figure 6: North America, other pet care, distribution channels by value (%), 2008?09

Figure 7: North America, bird, value by segment (\$m), 2004?14

Figure 8: North America, bird, category growth comparison, by value, 2004?14

Figure 9: North America, bird, volume by segment (kg/units, million), 2004?14

Figure 10: North America, bird, category growth comparison, by volume, 2004?14

Figure 11: North America, bird, company share (top five companies) by value (%), 2008?09

Figure 12: North America, bird, distribution channels by value (%), 2008?09

Figure 13: North America, fish, value by segment (\$m), 2004?14

Figure 14: North America, fish, volume by segment (kg/units, million), 2004?14

Figure 15: North America, fish, category growth comparison, by volume, 2004?14

Figure 16: North America, fish, company share (top five companies) by value (%), 2008?09

Figure 17: North America, fish, distribution channels by value (%), 2008?09

Figure 18: North America, rodent, value by segment (\$m), 2004?14

Figure 19: North America, rodent, category growth comparison, by value, 2004?14

Figure 20: North America, rodent, volume by segment (kg/units, million), 2004?14

Figure 21: North America, rodent, category growth comparison, by volume, 2004?14

Figure 22: North America, rodent, company share by value (%), 2008?09

Figure 23: North America, rodent, distribution channels by value (%), 2008?09

Figure 24: Annual data review process

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