

# Pet Healthcare Market in Singapore to 2014

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## Abstracts

### Introduction

This databook provides key data and information on the pet healthcare market in Singapore. 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 five categories: external parasite treatments, worming treatments, grooming products, other pet healthcare and pet supplements

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

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

### Highlights

The market for pet healthcare in Singapore increased at a compound annual growth rate of 6.1% between 2004 and 2009.

The external parasite treatments category led the pet healthcare market in Singapore, accounting for a share of 36.1%.

The leading players in the Singapore pet healthcare market include Mct Aromatics, Bayer AG and Novartis AG.

## **Reasons to Purchase**

Develop business strategies by understanding the quantitative trends within the pet healthcare market in Singapore

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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