

Other Pet Food - Germany

URL:	https://marketpublishers.com/r/O044DCFBDE2EN.html
Date:	August 23, 2010
Pages:	30
Price:	US\$ 900.00
ID:	O044DCFBDE2EN

Sales of other pet food in Germany continued to develop well during 2009, driven mainly by the slowly increasing ownership of fish and small mammals. On the other hand, the number of birds owned by German consumers continues to decline, although there are some voices suggesting their number might have reached its lowest point during 2009.

Euromonitor International's Other Pet Food in Germany report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2005-2009, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2014 illustrate how the market is set to change.

Product coverage: Bird Food, Cat Food, Dog and Cat Food by Price Platform (Excl Treats and Mixers), Dog and Cat Food by Price Platform (incl Treats and Mixers), Dog and Cat Food by Type (Excl Treats and Mixers), Dog Food, Fish Food, Small Mammal/Reptile Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- Get a detailed picture of the Pet Care industry;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 30 years experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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