

Pet Products - Italy

URL:	https://marketpublishers.com/r/P5CB74B993EEN.html
Date:	August 23, 2010
Pages:	28
Price:	US\$ 900.00
ID:	P5CB74B993EEN

In 2010, the pet products sector is expected to continue to be characterised by increasing demand for healthcare products – mostly flea/tick treatments in both cats and dogs and worms in cats – while accessories will see the launch of innovative products.

Euromonitor International's Pet Products in Italy 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: Cat Litter, Other Pet Products, Pet Dietary Supplements, Pet Healthcare.

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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