

# Cat Care in China

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## Abstracts

Cat Care in China

### SUMMARY

Cat Care in China industry profile provides top%li%line qualitative and quantitative summary information including: market share, market size (value 2014%li%18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The cat care market consists of the retail sale of cat food, cat litter, and cat treats & milk. The cat food segment consists of dry cat food, kitten food, and moist cat food. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2018 exchange rates.

The Chinese cat care market had total revenues of \$877.9m in 2018, representing a compound annual growth rate (CAGR) of 30.7% between 2014 and 2018.

Market consumption volume increased with a CAGR of 29.1% between 2014%li%2018, to reach a total of 422.9 million kilograms in 2018.

Ageing population and growing single%li%person households are creating demand for pets in the country.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the cat care market in China

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the cat care market in China

Leading company profiles reveal details of key cat care market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the China cat care market with five year forecasts

## REASONS TO BUY

What was the size of the China cat care market by value in 2018?

What will be the size of the China cat care market in 2023?

What factors are affecting the strength of competition in the China cat care market?

How has the market performed over the last five years?

Who are the top competitors in China's cat care market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value
- 3.2. Market volume

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast
- 5.2. Market volume forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power

- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Market share
- 7.2. Who are the leading players in the Chinese cat care market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 4 years ?
- 7.4. What are the most popular brands in the market?

## **8 COMPANY PROFILES**

- 8.1. Mars, Incorporated
- 8.2. Nestle SA

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: China cat care market value: \$ million, 2014-18
Table 2: China cat care market volume: million kilograms, 2014-18
Table 3: China cat care market category segmentation: \$ million, 2018
Table 4: China cat care market geography segmentation: \$ million, 2018
Table 5: China cat care market distribution: % share, by value, 2018
Table 6: China cat care market value forecast: \$ million, 2018-23
Table 7: China cat care market volume forecast: million kilograms, 2018-23
Table 8: China cat care market share: % share, by value, 2018
Table 9: Mars, Incorporated: key facts
Table 10: Mars, Incorporated: Key Employees
Table 11: Nestle SA: key facts
Table 12: Nestle SA: Annual Financial Ratios
Table 13: Nestle SA: Key Employees
Table 14: Nestle SA: Key Employees Continued
Table 15: China size of population (million), 2014-18
Table 16: China gdp (constant 2005 prices, \$ billion), 2014-18
Table 17: China gdp (current prices, \$ billion), 2014-18
Table 18: China inflation, 2014-18
Table 19: China consumer price index (absolute), 2014-18
Table 20: China exchange rate, 2014-18

## List Of Figures

### LIST OF FIGURES

- Figure 1: China cat care market value: \$ million, 2014-18
- Figure 2: China cat care market volume: million kilograms, 2014-18
- Figure 3: China cat care market category segmentation: % share, by value, 2018
- Figure 4: China cat care market geography segmentation: % share, by value, 2018
- Figure 5: China cat care market distribution: % share, by value, 2018
- Figure 6: China cat care market value forecast: \$ million, 2018-23
- Figure 7: China cat care market volume forecast: million kilograms, 2018-23
- Figure 8: Forces driving competition in the cat care market in China, 2018
- Figure 9: Drivers of buyer power in the cat care market in China, 2018
- Figure 10: Drivers of supplier power in the cat care market in China, 2018
- Figure 11: Factors influencing the likelihood of new entrants in the cat care market in China, 2018
- Figure 12: Factors influencing the threat of substitutes in the cat care market in China, 2018
- Figure 13: Drivers of degree of rivalry in the cat care market in China, 2018
- Figure 14: China cat care market share: % share, by value, 2018

### COMPANIES MENTIONED

Mars, Incorporated  
Nestle SA

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