

Cat Care in Germany

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Abstracts

Cat Care in Germany

SUMMARY

Cat Care in Germany 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 German cat care market had total revenues of \$2,256.2m in 2018, representing a compound annual growth rate (CAGR) of 1.2% between 2014 and 2018.

Market consumption volumes declined with a compound annual rate of change (CARC) of - 0.2% between 2014%li%2018, to reach a total of 688.4 million kilograms in 2018.

Despite positive economic conditions coupled with increasing purchasing power in the country recorded weak growth during the review period.

SCOPE

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

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

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 Germany cat care market with five year forecasts

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

Who are the top competitors in Germany'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 German cat care market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 4 years ?
- 7.4. Which companies' market shares have suffered in the last 4 years?
- 7.5. 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: Germany cat care market value: \$ million, 2014-18
Table 2: Germany cat care market volume: million kilograms, 2014-18
Table 3: Germany cat care market category segmentation: \$ million, 2018
Table 4: Germany cat care market geography segmentation: \$ million, 2018
Table 5: Germany cat care market distribution: % share, by value, 2018
Table 6: Germany cat care market value forecast: \$ million, 2018-23
Table 7: Germany cat care market volume forecast: million kilograms, 2018-23
Table 8: Germany 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: Germany size of population (million), 2014-18
Table 16: Germany gdp (constant 2005 prices, \$ billion), 2014-18
Table 17: Germany gdp (current prices, \$ billion), 2014-18
Table 18: Germany inflation, 2014-18
Table 19: Germany consumer price index (absolute), 2014-18
Table 20: Germany exchange rate, 2014-18

List Of Figures

LIST OF FIGURES

Figure 1: Germany cat care market value: \$ million, 2014-18

Figure 2: Germany cat care market volume: million kilograms, 2014-18

Figure 3: Germany cat care market category segmentation: % share, by value, 2018

Figure 4: Germany cat care market geography segmentation: % share, by value, 2018

Figure 5: Germany cat care market distribution: % share, by value, 2018

Figure 6: Germany cat care market value forecast: \$ million, 2018-23

Figure 7: Germany cat care market volume forecast: million kilograms, 2018-23

Figure 8: Forces driving competition in the cat care market in Germany, 2018

Figure 9: Drivers of buyer power in the cat care market in Germany, 2018

Figure 10: Drivers of supplier power in the cat care market in Germany, 2018

Figure 11: Factors influencing the likelihood of new entrants in the cat care market in Germany, 2018

Figure 12: Factors influencing the threat of substitutes in the cat care market in Germany, 2018

Figure 13: Drivers of degree of rivalry in the cat care market in Germany, 2018

Figure 14: Germany cat care market share: % share, by value, 2018

COMPANIES MENTIONED

Mars, Incorporated

Nestle SA

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