

# Cat Care in Scandinavia

<https://marketpublishers.com/r/C9BBD3C2945EN.html>

Date: February 2020

Pages: 31

Price: US\$ 350.00 (Single User License)

ID: C9BBD3C2945EN

## Abstracts

Cat Care in Scandinavia

### SUMMARY

Cat Care in Scandinavia 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 Scandinavian cat care market had total revenues of \$1,159.3m in 2018, representing a compound annual growth rate (CAGR) of 3.5% between 2014 and 2018.

Market consumption volume increased with a CAGR of 2.2% between 2014%li%2018, to reach a total of 160.6 million kilograms in 2018.

Positive economic conditions and increasing purchasing power in the country are the key factors supporting the growth of pet dog care.

## SCOPE

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

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

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 Scandinavia cat care market with five year forecasts

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

Who are the top competitors in Scandinavia'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 Scandinavian 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 APPENDIX**

- 9.1. Methodology
- 9.2. About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: Scandinavia cat care market value: \$ million, 2014-18

Table 2: Scandinavia cat care market volume: million kilograms, 2014-18

Table 3: Scandinavia cat care market category segmentation: \$ million, 2018

Table 4: Scandinavia cat care market geography segmentation: \$ million, 2018

Table 5: Scandinavia cat care market distribution: % share, by value, 2018

Table 6: Scandinavia cat care market value forecast: \$ million, 2018-23

Table 7: Scandinavia cat care market volume forecast: million kilograms, 2018-23

Table 8: Scandinavia 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

## List Of Figures

### LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

### COMPANIES MENTIONED

Mars, Incorporated

Nestle SA

## I would like to order

Product name: Cat Care in Scandinavia

Product link: <https://marketpublishers.com/r/C9BBD3C2945EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C9BBD3C2945EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970