

# **Pet Wipes Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Types (Dog, Cat), By Product Type (Multipurpose Wipes, Body & Paw Wipes, Eye Wipes, Ear Wipes, and Others (Dental Wipes)), By Distribution Channel (Online, and Offline), By Region, Competition**

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## **Abstracts**

The global pet wipes market is expected to be driven by increased awareness about pet care products as well as the growing trend in developed economies to keep pets at home, which has increased expenditure on pet care, according to the American Pet Products Association's (APPA's) pet spending for dogs each year, the average cost of basic expenses to possess a dog is USD 1,480. Average annual costs for cat owners comes to about USD 902, which is expected to drive the global pet wipes market.

A surge in disinfectant product demand is expected to drive the global pet wipes market forward. Wet wipes are increasingly being used in healthcare settings and for personal hygiene. Disinfectant wipes are special purpose wipes used to protect against infection from bacteria, viruses, and other harmful microorganisms. Pet wipes can also be used to get rid of certain types of bugs or vermin.

One of the factors influencing the market growth for pet wipes products is the growing interest in pet humanization, which is being accompanied by a rise in demand for premiumization in pet care products. Another factor is the rising demand for wipes due to the coronavirus outbreak and the fact that using grooming wipes eliminates the need for time-consuming water rinsing.

**Increasing Popularity of Pet Fashion Boosts Market Growth**

The market is positively impacted by the growing popularity of pet fashion among pet owners, which is anticipated to fuel the market's rapid expansion over the coming years. Some pet owners are investing in comfortable and luxurious goods for their animals, which has prompted a lot of market competitors to introduce new products in the pet grooming service category. All of these reasons have led to the prominence of grooming pet wipes products in the pet sector. For instances, according to the American Pet Products Association's 2021–2022 National Pet Owners Survey, 70% of U.S households, or about 90.5 million families, own a pet (APPA). The basic annual costs for dogs and cats for grooming items are USD 47 and USD 31, respectively. As a result, the trend toward pet humanization and increased R&D spending are expected to fuel market expansion in the years to come.

### New Product Category Emerge the Pet Wipes Sales Among Consumers

New product launches in the market are regarded as significant factors. Furthermore, the wipes are designed to clean their paws and bodies quickly and easily without using a lot of water and making a big mess. As a result, all of the preceding factors help to drive the growth of the pet wipes market. Thus, key market players are focusing on introducing new products and expanding their product portfolios in order to meet rising demand. For instances, in 2022, Animalcare has introduced new Plaqtiv+ dental wipes for cats and dogs for home dental care, providing owners with a convenient 'grab and go' dental care option that also allows them to become more comfortable with handling their pets' mouths before progressing to full toothbrushing. Similarly, in 2022, MightyGood added New Industrial Wipes and Pet Wipes to their line of healthy and affordable consumer products. The wipes are 50% larger than any other pet wipe on the market, and they function more like small towels than traditional cleaning wipes. The wipes which are made from bamboo and safe for any breed of dog or cat are designed to be tougher and longer lasting, allowing owners to easily wipe their dog's paws and coat after long walks or muddy play days at the park. Owing to all these factors, the demand for pet wipes is expected to increase during the forecast period

### Organic Pet Wipes Aid the Market Expansion

As more people become aware of the harmful effects of the ingredients and chemicals used in products, there is an increasing demand for organic products and environment-friendly pet wipes products. As a result, pet owners are turning to greener, healthier, and organic solutions for their pets in order to address their health concerns. For example, in 2022, Adios Plastic, an eco-friendly pet product company, is introducing a

line of compostable wipes for dogs. Each wipe has aloe vera and camomile and can be used to clean hands, paws, and other sensitive areas of the body. Similarly, the eco-friendly pet firm Pogi's Pet Supplies offers plant-based, fragrance-free, hypoallergenic pet wipes, which means they are free of parabens, alcohol, and harsh chemicals, deodorizing wipes for dogs and cats called Pogi's Grooming Wipes. The wipes also help to reduce dander and allergens on cats. As a result, the market's growth is being further aided by the demand for organic pet wipes products.

## Market Segmentation

The global pet wipes market is segmented on the basis of type, product type, distribution channel, region, and competition landscape. Based on type, the market is further bifurcated into dog and cat. Based on product type, the market is further split into multipurpose wipes, body & paw wipes, eye wipes, ear wipes and others (dental wipes). Based on distribution channel, the market is further bifurcated into online and offline. On the basis of region, the market is divided into North America, Europe, Asia-Pacific, South America, and Middle East & Africa.

## Company Profiles

Petkin, Inc., Earth Rated, Vetnique Labs, LLC (Glandex), Wild One, Valman S.R.L. (Padovan), TrueBlue Pets, Addison Biological Laboratory, Inc., Pet Lovers Centre Pte Ltd, Giovanni Cosmetics, Inc., Wharney Daily Chemical Co., Ltd (Pet Soft), are among the major players in the global platform that lead the market growth of the global pet wipes market.

## Report Scope:

In this report, the global Pet Wipes market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Pet Wipes Market, By Type:

Dog

Cat

### Pet Wipes Market, By Product Type:

Multipurpose Wipes

Body & Paw Wipes

Eye wipes

Ear Wipes

Others

Pet Wipes Market, By Distribution Channel:

Online

Offline

Pet Wipes Market, By Region:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Spain

Italy

Asia-Pacific

China

Japan

India

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

Saudi Arabia

UAE

Turkey

South Africa

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global Pet Wipes market.

## Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the

report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

## Contents

1. Introduction
  - 1.1. Product Overview
  - 1.2. Key Highlights of the Report
  - 1.3. Market Coverage
  - 1.4. Market Segments Covered
  - 1.5. Research Tenure Considered

### **2. RESEARCH METHODOLOGY**

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### **3. EXECUTIVE SUMMARY**

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

### **4. VOICE OF CUSTOMER ANALYSIS (B2C MODEL ANALYSIS)**

- 4.1. Brand Awareness
- 4.2. Factors Influencing Purchase Decision
- 4.3. Challenges Faced

### **5. GLOBAL PET WIPES MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Type Market Share Analysis (Dog, Cat)
  - 5.2.2. By Product Type Market Share Analysis (Multipurpose Wipes, Body & Paw)

- Wipes, Eye Wipes, Ear Wipes, and Others (Dental Wipes)),
  - 5.2.3. By Distribution Channel Market Share Analysis (Online, and Offline)
  - 5.2.4. By Regional Market Share Analysis
    - 5.2.4.1. North America Market Share Analysis
    - 5.2.4.2. Europe Market Share Analysis
    - 5.2.4.3. Asia -Pacific Market Share Analysis
    - 5.2.4.4. South America Market Share Analysis
    - 5.2.4.5. Middle East & Africa Market Share Analysis
  - 5.2.5. By Top 5 Companies Market Share Analysis, Others (2022)
- 5.3. Global Pet Wipes Market Mapping & Opportunity Assessment
  - 5.3.1. By Type Market Mapping & Opportunity Assessment
  - 5.3.2. By Product Type Market Mapping & Opportunity Assessment
  - 5.3.3. By Distribution Channel Market Mapping & Opportunity Assessment
  - 5.3.4. By Regional Market Mapping & Opportunity Assessment

## **6. ASIA-PACIFIC PET WIPES MARKET OUTLOOK**

- 6.1. Market Size & Forecast
  - 6.1.1. By Value
- 6.2. Market Share & Forecast
  - 6.2.1. By Type Market Share Analysis
  - 6.2.2. By Product Type Market Share Analysis
  - 6.2.3. By Distribution Channel Market Share Analysis
  - 6.2.4. By Country Market Share Analysis
    - 6.2.4.1. China Pet Wipes Market Outlook
      - 6.2.4.1.1. Market Size & Forecast
        - 6.2.4.1.1.1. By Value
      - 6.2.4.1.2. Market Share & Forecast
        - 6.2.4.1.2.1. By Type Market Share Analysis
        - 6.2.4.1.2.2. By Product Type Market Share Analysis
        - 6.2.4.1.2.3. By Distribution Channel Market Share Analysis
    - 6.2.4.2. Japan Pet Wipes Market Outlook
      - 6.2.4.2.1. Market Size & Forecast
        - 6.2.4.2.1.1. By Value
      - 6.2.4.2.2. Market Share & Forecast
        - 6.2.4.2.2.1. By Type Market Share Analysis
        - 6.2.4.2.2.2. By Product Type Market Share Analysis
        - 6.2.4.2.2.3. By Distribution Channel Market Share Analysis
    - 6.2.4.3. India Pet Wipes Market Outlook



- 6.2.4.3.1. Market Size & Forecast
  - 6.2.4.3.1.1. By Value
- 6.2.4.3.2. Market Share & Forecast
  - 6.2.4.3.2.1. By Type Market Share Analysis
  - 6.2.4.3.2.2. By Product Type Market Share Analysis
  - 6.2.4.3.2.3. By Distribution Channel Market Share Analysis
- 6.2.4.4. Australia Pet Wipes Market Outlook
  - 6.2.4.4.1. Market Size & Forecast
    - 6.2.4.4.1.1. By Value
  - 6.2.4.4.2. Market Share & Forecast
    - 6.2.4.4.2.1. By Type Market Share Analysis
    - 6.2.4.4.2.2. By Product Type Market Share Analysis
    - 6.2.4.4.2.3. By Distribution Channel Market Share Analysis
- 6.2.4.5. South Korea Pet Wipes Market Outlook
  - 6.2.4.5.1. Market Size & Forecast
    - 6.2.4.5.1.1. By Value
  - 6.2.4.5.2. Market Share & Forecast
    - 6.2.4.5.2.1. By Type Market Share Analysis
    - 6.2.4.5.2.2. By Product Type Market Share Analysis
    - 6.2.4.5.2.3. By Distribution Channel Market Share Analysis

## **7. NORTH AMERICA PET WIPES MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Type Market Share Analysis
  - 7.2.2. By Product Type Market Share Analysis
  - 7.2.3. By Distribution Channel Market Share Analysis
  - 7.2.4. By Country Market Share Analysis
    - 7.2.4.1. United States Pet Wipes Market Outlook
      - 7.2.4.1.1. Market Size & Forecast
        - 7.2.4.1.1.1. By Value
      - 7.2.4.1.2. Market Share & Forecast
        - 7.2.4.1.2.1. By Type Market Share Analysis
        - 7.2.4.1.2.2. By Product Type Market Share Analysis
        - 7.2.4.1.2.3. By Distribution Channel Market Share Analysis
    - 7.2.4.2. Canada Pet Wipes Market Outlook
      - 7.2.4.2.1. Market Size & Forecast

- 7.2.4.2.1.1. By Value
- 7.2.4.2.2. Market Share & Forecast
  - 7.2.4.2.2.1. By Type Market Share Analysis
  - 7.2.4.2.2.2. By Product Type Market Share Analysis
  - 7.2.4.2.2.3. By Distribution Channel Market Share Analysis
- 7.2.4.3. Mexico Pet Wipes Market Outlook
  - 7.2.4.3.1. Market Size & Forecast
    - 7.2.4.3.1.1. By Value
  - 7.2.4.3.2. Market Share & Forecast
    - 7.2.4.3.2.1. By Type Market Share Analysis
    - 7.2.4.3.2.2. By Product Type Market Share Analysis
    - 7.2.4.3.2.3. By Distribution Channel Market Share Analysis

## **8. EUROPE PET WIPES MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Type Market Share Analysis
  - 8.2.2. By Product Type Market Share Analysis
  - 8.2.3. By Distribution Channel Market Share Analysis
  - 8.2.4. By Country Market Share Analysis
    - 8.2.4.1. United Kingdom Pet Wipes Market Outlook
      - 8.2.4.1.1. Market Size & Forecast
        - 8.2.4.1.1.1. By Value
      - 8.2.4.1.2. Market Share & Forecast
        - 8.2.4.1.2.1. By Type Market Share Analysis
        - 8.2.4.1.2.2. By Product Type Market Share Analysis
        - 8.2.4.1.2.3. By Distribution Channel Market Share Analysis
    - 8.2.4.2. Germany Pet Wipes Market Outlook
      - 8.2.4.2.1. Market Size & Forecast
        - 8.2.4.2.1.1. By Value
      - 8.2.4.2.2. Market Share & Forecast
        - 8.2.4.2.2.1. By Type Market Share Analysis
        - 8.2.4.2.2.2. By Product Type Market Share Analysis
        - 8.2.4.2.2.3. By Distribution Channel Market Share Analysis
    - 8.2.4.3. France Pet Wipes Market Outlook
      - 8.2.4.3.1. Market Size & Forecast
        - 8.2.4.3.1.1. By Value

- 8.2.4.3.2. Market Share & Forecast
  - 8.2.4.3.2.1. By Type Market Share Analysis
  - 8.2.4.3.2.2. By Product Type Market Share Analysis
  - 8.2.4.3.2.3. By Distribution Channel Market Share Analysis
- 8.2.4.4. Spain Pet Wipes Market Outlook
  - 8.2.4.4.1. Market Size & Forecast
    - 8.2.4.4.1.1. By Value
  - 8.2.4.4.2. Market Share & Forecast
    - 8.2.4.4.2.1. By Type Market Share Analysis
    - 8.2.4.4.2.2. By Product Type Market Share Analysis
    - 8.2.4.4.2.3. By Distribution Channel Market Share Analysis
- 8.2.4.5. Italy Pet Wipes Market Outlook
  - 8.2.4.5.1. Market Size & Forecast
    - 8.2.4.5.1.1. By Value
  - 8.2.4.5.2. Market Share & Forecast
    - 8.2.4.5.2.1. By Type Market Share Analysis
    - 8.2.4.5.2.2. By Product Type Market Share Analysis
    - 8.2.4.5.2.3. By Distribution Channel Market Share Analysis

## **9. MIDDLE EAST & AFRICA PET WIPES MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Type Market Share Analysis
  - 9.2.2. By Product Type Market Share Analysis
  - 9.2.3. By Distribution Channel Market Share Analysis
  - 9.2.4. By Country Market Share Analysis
    - 9.2.4.1. Saudi Arabia Pet Wipes Market Outlook
      - 9.2.4.1.1. Market Size & Forecast
        - 9.2.4.1.1.1. By Value
      - 9.2.4.1.2. Market Share & Forecast
        - 9.2.4.1.2.1. By Type Market Share Analysis
        - 9.2.4.1.2.2. By Product Type Market Share Analysis
        - 9.2.4.1.2.3. By Distribution Channel Market Share Analysis
    - 9.2.4.2. UAE Pet Wipes Market Outlook
      - 9.2.4.2.1. Market Size & Forecast
        - 9.2.4.2.1.1. By Value
      - 9.2.4.2.2. Market Share & Forecast

- 9.2.4.2.2.1. By Type Market Share Analysis
- 9.2.4.2.2.2. By Product Type Market Share Analysis
- 9.2.4.2.2.3. By Distribution Channel Market Share Analysis
- 9.2.4.3. Turkey Pet Wipes Market Outlook
  - 9.2.4.3.1. Market Size & Forecast
    - 9.2.4.3.1.1. By Value
  - 9.2.4.3.2. Market Share & Forecast
    - 9.2.4.3.2.1. By Type Market Share Analysis
    - 9.2.4.3.2.2. By Product Type Market Share Analysis
    - 9.2.4.3.2.3. By Distribution Channel Market Share Analysis
- 9.2.4.4. South Africa Pet Wipes Market Outlook
  - 9.2.4.4.1. Market Size & Forecast
    - 9.2.4.4.1.1. By Value
  - 9.2.4.4.2. Market Share & Forecast
    - 9.2.4.4.2.1. By Type Market Share Analysis
    - 9.2.4.4.2.2. By Product Type Market Share Analysis
    - 9.2.4.4.2.3. By Distribution Channel Market Share Analysis

## **10. SOUTH AMERICA PET WIPES MARKET OUTLOOK**

- 10.1. Market Size & Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Type Market Share Analysis
  - 10.2.2. By Product Type Market Share Analysis
  - 10.2.3. By Distribution Channel Market Share Analysis
  - 10.2.4. By Country Market Share Analysis
    - 10.2.4.1. Brazil Pet Wipes Market Outlook
      - 10.2.4.1.1. Market Size & Forecast
        - 10.2.4.1.1.1. By Value
      - 10.2.4.1.2. Market Share & Forecast
        - 10.2.4.1.2.1. By Type Market Share Analysis
        - 10.2.4.1.2.2. By Product Type Market Share Analysis
        - 10.2.4.1.2.3. By Distribution Channel Market Share Analysis
    - 10.2.4.2. Argentina Pet Wipes Market Outlook
      - 10.2.4.2.1. Market Size & Forecast
        - 10.2.4.2.1.1. By Value
      - 10.2.4.2.2. Market Share & Forecast
        - 10.2.4.2.2.1. By Type Market Share Analysis

- 10.2.4.2.2.2. By Product Type Market Share Analysis
- 10.2.4.2.2.3. By Distribution Channel Market Share Analysis
- 10.2.4.3. Colombia Pet Wipes Market Outlook
  - 10.2.4.3.1. Market Size & Forecast
    - 10.2.4.3.1.1. By Value
  - 10.2.4.3.2. Market Share & Forecast
    - 10.2.4.3.2.1. By Type Market Share Analysis
    - 10.2.4.3.2.2. By Product Type Market Share Analysis
    - 10.2.4.3.2.3. By Distribution Channel Market Share Analysis

## **11. MARKET DYNAMICS**

### 11.1. Drivers

- 11.1.1. New Product Launches
- 11.1.2. Rising popularity of pet fashion
- 11.1.3. Increasing demand for organic pet wipes products

### 11.2. Challenges

- 11.2.1. Lack of awareness about pet wipes
- 11.2.2. High competition

## **12. IMPACT OF COVID-19 ON GLOBAL PET WIPES MARKET**

## **13. MARKET TRENDS & DEVELOPMENTS**

- 13.1. Rising pet humanization trend
- 13.2. Increasing demand for convenient products
- 13.3. Ease of availability
- 13.4. Demand for hygienic products
- 13.5. Pet wipes can assist in reducing shedding:

## **14. PORTER'S FIVE FORCES MODEL**

- 14.1. Competitive Rivalry
- 14.2. Bargaining Power of Buyer
- 14.3. Bargaining Power of Supplier
- 14.4. Threat of New Entrants
- 14.5. Threat of Substitutes

## **15. SWOT ANALYSIS**

- 15.1. Strength
- 15.2. Weakness
- 15.3. Opportunities
- 15.4. Threat

## **16. COMPETITIVE LANDSCAPE**

### 16.1. Company Profiles

#### 16.1.1. Petkin, Inc.

- 16.1.1.1. Company Details
- 16.1.1.2. Products & Services
- 16.1.1.3. Financial (As per availability)
- 16.1.1.4. Key Market Focus & Geographical Presence
- 16.1.1.5. Recent Development
- 16.1.1.6. Key Management Personnel

#### 16.1.2. Earth Rated

- 16.1.2.1. Company Details
- 16.1.2.2. Products & Services
- 16.1.2.3. Financial (As per availability)
- 16.1.2.4. Key Market Focus & Geographical Presence
- 16.1.2.5. Recent Development
- 16.1.2.6. Key Management Personnel

#### 16.1.3. Vetnique Labs, LLC (Glandex)

- 16.1.3.1. Company Details
- 16.1.3.2. Products & Services
- 16.1.3.3. Financial (As per availability)
- 16.1.3.4. Key Market Focus & Geographical Presence
- 16.1.3.5. Recent Development
- 16.1.3.6. Key Management Personnel

#### 16.1.4. Wild One

- 16.1.4.1. Company Details
- 16.1.4.2. Products & Services
- 16.1.4.3. Financial (As per availability)
- 16.1.4.4. Key Market Focus & Geographical Presence
- 16.1.4.5. Recent Development
- 16.1.4.6. Key Management Personnel

#### 16.1.5. Valman S.R.L. (Padovan)

- 16.1.5.1. Company Details

- 16.1.5.2. Products & Services
- 16.1.5.3. Financial (As per availability)
- 16.1.5.4. Key Market Focus & Geographical Presence
- 16.1.5.5. Recent Development
- 16.1.5.6. Key Management Personnel
- 16.1.6. TrueBlue Pets
  - 16.1.6.1. Company Details
  - 16.1.6.2. Products & Services
  - 16.1.6.3. Financial (As per availability)
  - 16.1.6.4. Key Market Focus & Geographical Presence
  - 16.1.6.5. Recent Development
  - 16.1.6.6. Key Management Personnel
- 16.1.7. Addison Biological Laboratory, Inc.
  - 16.1.7.1. Company Details
  - 16.1.7.2. Products & Services
  - 16.1.7.3. Financial (As per availability)
  - 16.1.7.4. Key Market Focus & Geographical Presence
  - 16.1.7.5. Recent Development
  - 16.1.7.6. Key Management Personnel
- 16.1.8. Pet Lovers Centre Pte Ltd
  - 16.1.8.1. Company Details
  - 16.1.8.2. Products & Services
  - 16.1.8.3. Financial (As per availability)
  - 16.1.8.4. Key Market Focus & Geographical Presence
  - 16.1.8.5. Recent Development
  - 16.1.8.6. Key Management Personnel
- 16.1.9. Giovanni Cosmetics, Inc.
  - 16.1.9.1. Company Details
  - 16.1.9.2. Products & Services
  - 16.1.9.3. Financial (As per availability)
  - 16.1.9.4. Key Market Focus & Geographical Presence
  - 16.1.9.5. Recent Development
  - 16.1.9.6. Key Management Personnel
- 16.1.10. Wharney Daily Chemical Co.,Ltd (Pet Soft)
  - 16.1.10.1. Company Details
  - 16.1.10.2. Products & Services
  - 16.1.10.3. Financial (As per availability)
  - 16.1.10.4. Key Market Focus & Geographical Presence
  - 16.1.10.5. Recent Development

16.1.10.6. Key Management Personnel

## **17. STRATEGIC RECOMMENDATIONS/ACTION PLAN**

17.1. Key Focus Areas

17.2. Target Product Type

17.3. Target Distribution Channel

(Note: The companies list can be customized based on the client requirements.)



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