



**Pet Products &
Accessories Market
Research & Analysis
*UK 2012***

Report Sample

Pet Products & Accessories Market Size & Industry Review 2006-2012; SWOT & PEST Analysis, Product Mix & Key Trends 2006-2016; 190 Pet Retailers' & Manufacturers Profiles & Key Financials; Market Forecasts to 2016

2nd Edition

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1. Introduction to *Research & Analysis* Reports

1.1 Key Features & Benefits of this Research & Analysis Report

MTW's "*Research & Analysis*" market reports provide an independent, comprehensive review of recent, current and future market size and trends in an easy to reference format. Each report provides vital market intelligence in terms of size, product mix, SWOT, key trends and influences, supply and distribution channel trends. In addition, rankings by turnover, profit and other key financials for the market leaders are provided as well as a 1 page profile for each key player in the market. Contact, telemarketing & mailing details are also provided for each company to enable the reader to quickly develop sales leads.

Based on company sales returns which provide higher confidence levels and researched by market research professionals with experience in the industry, MTW's *Research and Analysis* reports are used as a foundation for coherent strategic decision making based on sound market intelligence and for developing effective marketing plans. MTW reports can also be used as an operational sales and marketing tool by identifying market leaders, enabling the reader to quickly grow sales to new clients and focus marketing budgets.

This report includes:-

- **Market Size, PEST, SWOT & Trends – Historical, Current & Future**

Based on sales data from a representative proportion of the industry, this report provides market size by value over a ten-year period. As they are based on quantitative data as well as qualitative input from the industry, our reports are more accurate than other qualitative based reports and offer better value for money. By combining the best of both quantitative and qualitative input, we offer our clients greater confidence in our market forecasts as well as discussing key market trends and influences from a qualitative perspective.

- **Product Mix – Past, Current & Future**

This report identifies the key product sectors in the market and provides historical, current and forecast market share estimates for each, alongside qualitative discussion on key trends for each segment of the industry. With input for this report being both qualitative and quantitative we are able to offer an effective insight into the core components of the market, as well as forecasting future market shares.

- **Distribution Channel Sales – Past, Current & Future**

The report identifies the key distribution channels that drive demand for this market and provides a current, historical & future market share estimate. This enables the reader to identify the key driving forces behind current market demand and adapt business tactics accordingly. With forecasts of market share by key channels also provided, the reader is able to undertake strategic decisions with greater confidence as well as basing marketing strategies on solid market intelligence.

- **Market Leaders Ranking**

This report identifies the key players in the market and ranks them by a number of criteria, including turnover and profitability. This enables the reader to identify the most relevant potential key customers in a market, understand their current position in the market and quickly identify new targets. Also, MTW provide a turnover estimate for every company included in the report, enabling the reader to develop market share estimates.

- **Company Profiles & Sales Leads – Retailers & Manufacturers**

This report includes a 1 page profile for each company including full contact details for developing fast sales leads; 4 years of the most recent key financial indicators; and MTW's '*at a glance*' chart, enabling the reader to quickly gauge the current financial health of a company.

- **Relevant Research, Saving You Time**

MTW Research have been researching and writing market reports in these sectors since 1999 and as such we are able to develop a company listing which is more relevant to the market, rather than automatically selecting companies to be included by industry code. Our reports represent excellent value for money and don't bombard you with irrelevant financial data; they are designed to enable you to engage in fast and effective market analysis. We focus on providing what's important in an easy to reference and use format.

2. UK PET PRODUCTS & PET ACCESSORIES MARKET

2.1 EXECUTIVE SUMMARY & MARKET OVERVIEW

The UK Pet Products & Accessories Market is defined as consisting of the sale of new products designed for use by UK consumers with domestic animals who are primarily regarded as pets. Specifically, this report reviews the total UK pet products market and further examines pet accessories sales between 2006 and 2012 with forecasts to 2016 segmented by each of the main sectors below:-

- **Pet Toys** – dog, cat, small animal, fish, reptile etc
- **Pet Housing & Bedding** – cages, tanks, aquariums, bedding etc
- **Grooming, Health & Well-Being** – vitamins, treatments, grooming etc
- **Collars & Leads** – harnesses, restraints, ID tags etc
- **Feeding Accessories** – Pet bowls, feeding utensils, water bottles, dishes etc
- **Miscellaneous Pet Products** – e.g. catflaps, clothing, letterbox cages etc

The report also provides top line market size & product mix in 2012 for the key sectors within the overall UK pet products industry, including:-

- **Pet Food**
- **Pet Accessories** (as above)
- **Kennelling / Pet Holidays**
- **Vets / Insurance**
- **Other Pet Expenditure**

All prices in this report are measured at retail selling prices excluding any value added tax, other taxes and delivery charges. Products designed for use with farm animals, horses and other livestock are specifically excluded from this report.

The methodology for this report is based on the last 4 years of financial data from more than 90 companies active in the industry coupled with a wide range of secondary sources including companies involved in the industry, websites, Companies House, HM Government, trade journals, credit reference agencies, industry commentators and our own experience of researching this market for more than a decade.

The total UK pet products market is estimated to have grown to a value of around £xx billion ads retail selling prices in 2012, reflecting an industry which has exhibited a xxxx xxxxxxxx x xxxxxxxx xxxxxxx than has been evident in many other segments of the consumer goods industry in the UK.

The UK pet products market has been influenced by xxxx xxxxxxxx levels in recent years with this supported by an increasing xxxx xxxxxxxx xxxx xxxxxxxx by consumers. In addition xxxx xxxxxxxx and xxxx xxxxxxxx development by suppliers of a xxxx xxxxxxxx of pet products has continued to generate value growth opportunities for the industry in recent years.

A key segment within the overall pet products market, the UK pet accessories sector is expected to be worth some £xx million at retailers selling prices, having xxxx xxxxxxxx by just under x% since 2011 and by some xx% since 2006.

In line with trends in the overall pet products market, sales of pet accessories continue to exhibit xxxx xxxxxxxx xxxx xxxxxxxx xxxx xxxxxxxx xxxx xxxxxxxx performance, though sources indicate that 2012 performance has been xxxx xxxxxxxx xxxx xxxxxxxx xxxx xxxxxxxx xxxx xxxxxxxx xxxx xxxxxxxx xxxx xxxxxxxx coupled with xxxx xxxxxxxx xxxx xxxxxxxx xxxx xxxxxxxx xxxx xxxxxxxx xxxx xxxxxxxx levels. Forecasts are for the market to exhibit above xxxx xxxxxxxx xxxx xxxxxxxx xxxx xxxxxxxx of around 1-2% in the short term with this likely to xxxx xxxxxxxx xxxx xxxxxxxx xxxx xxxxxxxx in the medium to longer term.

The largest sector within the pet accessories market is represented by products designed for xxxx xxxxxxxx xxxx xxxxxxxx xxxx xxxxxxxx. These products will reach a value of just over £xxx million at retailers selling prices in 2012, reflecting xxxx xxxxxxxx of just over x% since 2011. The second largest sector of the market is accounted for by xxxx xxxxxxxx, with a market value of around £xxx million. xxxx xxxxxxxx xxxx xxxxxxxx products are also a key sector of the UK pet accessories market, accounting for just under 22% of total sales in 2012.

The xxxx xxxxxxxx xxxx xxxxxxxx sector continues to maintain the majority share by value of the pet accessories market in 2012, with this sector comprising of around xx% of total industry sales. This sector remains dominated in volume terms by xxxx xxxxxxxx xxxx xxxxxxxx retailers operating on a xxxx xxxxxxxx basis with a xxxx xxxxxxxx number of SKUs (stock units). The second largest sector is accounted for by xxxx xxxxxxxx xxxx xxxxxxxx retailers, with this sector estimated to account for around 16% of the market by value.

The internet / mail order channel is xxxx xxxxxxxx xxxx xxxxxxxx xxxx xxxxxxxx xxxx xxxxxxxx xxxx xxxxxxxx in volume terms, with companies in this sector able to offer xxxx xxxxxxxx xxxx xxxxxxxx xxxx xxxxxxxx xxxx xxxxxxxx. Companies active in this sector are expected to incr xxxx xxxxxxxx xxxx xxxxxxxx sales xxxx xxxxxxxx xxxx xxxxxxxx than £x0 million in the next four years with sales forecast to reach in excess of £xxx million by 2016. Supermarkets are also likely to xxxx xxxxxxxx xxxx xxxxxxxx of the UK pet accessories market and by 2016 our forecasts are for sales of pet accessories through this channel to exceed £xx million.

For the preceding 12 months to October 2012, our estimates suggest that just over xx% of the specialist pet retailer channel experienced growth which could be described as 'rapid', with sales rising by more than 10% per year. Further, around xx% of the pet retailers market is estimated to have experienced some sales growth over the last 12 months. During the last 12 months, therefore, just under xx% of the total specialist pet retailer market experienced some element of overall sales growth, reflecting xxxx xxxxxxxx xxxx xxxxxxxx xxxx xxxxxxxx volume and value demand across the majority of products in the UK pet products market in late 2011 and most of 2012.

2.2 PET PRODUCTS & ACCESSORIES MARKET SIZE & TRENDS 2006-2016

2.2.1 Total UK Pet Products Market 2006-2016

Despite two recent recessions, sales of UK pet products have continued to xxxxxxxx many other consumer markets, with a number of key products sectors apparently xxxxxxxx and a subsequent decline xxxxxxxx xxxxxxxx in recent years.

In 2012 the overall UK pet products market is estimated to be worth just over £x billion at retail selling prices, reflecting an industry which continues to xxxxxxxx the overall UK economy. The market continues to offer a number of opportunities for growth for both UK manufacturers and retailers with sales xxxxxxxx xxxxxxxx xxxxxxxx across a relatively wide range of pet products sectors.

Buoyed by both xxxxxxxx xxxxxxxx coupled with growth in xxxxxxxx xxxxxxxx, sales of pet products are estimated to have xxxxxxxx by around xx% since 2006, illustrating the xxxxxxxx rates of xxxxxxxx in the industry in recent years.

The following chart illustrates our estimates of the performance of the overall UK pet products market since 2006, with forecasts to 2016:-

Figure 1: Total Pet Products Market – UK 2006 - 2016 By Value £bn

Chart Censored in Sample

Source: MTW Research / Trade Estimates

As illustrated, the total UK pet products market is estimated to have grown from a value of around

2.2.2 UK Pet Products Market by Key Sector

The following chart illustrates our estimates of the mix by key product sector within the UK pet products & services market in 2012:-

Figure 2: Share by Key Sector in Pet Products Market 2012

Pie Chart Censored in Sample

Source: MTW Research / Company Accounts

As illustrated, xxxx xxxxxxxx are currently estimated to account for around xx% of the total UK pet products & services market in 2012, reflecting a value of around £xx billion with UK households spending just under £x million per week in 2012. Whilst this sector has experienced

2.2.3 Pet Accessories Market – UK 2006-2016

The UK Pet Accessories market encompasses a wide range of products and is estimated to be worth just under £xx million in 2012 as illustrated in the following chart:-

Figure 3: Pet Accessories Market – UK 2006 - 2016 By Value £m

Chart Censored in Sample

Source: MTW Research / Trade Estimates

Sales of pet accessories have experienced particularly xxxx xxxxxxxx xxxx xxxxxxxx in recent years, as illustrated in the above chart. Since 2006 the market is estimated to have xxxx xxxxxxxx by just over x%, reflecting an average yearly xxxx xxxxxxxx xxxx xxxxxxxx of just overx% per annum, underlining xxxx xxxxxxxx xxxx xxxxxxxx xxxx xxxxxxxx performance despite xxxx xxxxxxxx xxxx xxxxxxxx xxxx xxxxxxxx.

Estimates on current market performance vary considerably at present throughout the industry and given the ongoing fragility of the UK economy this renders forecasts more uncertain to some extent. However, to year end December, 2012, the UK pet accessories market is expected to be worth some £xxx million at retailers selling prices, having xxxx xxxxxxxx by just under x% since 2011. This market performance is expected to be xxxx xxxxxxxx xxxx xxxxxxxx than 2011 when sales are estimated to have xxxx xxxxxxxx by around x%.

The market continues to exhibit a xxxx xxxxxxxx xxxx xxxxxxxx xxxx xxxxxxxx though sources indicate that 2012 performance has been xxxx xxxxxxxx xxxx xxxxxxxx by xxxx xxxxxxxx xxxx xxxxxxxx levels coupled with xxxx xxxxxxxx xxxx xxxxxxxx xxxx xxxxxxxx levels. Nevertheless with xxxx xxxxxxxx declining relatively rapidly in the second half of 2012, forecasts are for the market to exhibit xxxx xxxxxxxx xxxx xxxxxxxx rates of xxxx xxxxxxxx of xxx% in the short term with this likely to xxxx xxxxxxxx xxxx xxxxxxxx in the medium to longer term.

Historically, the UK pet market has exhibited stronger growth via the xxxx xxxxxxxx xxxx xxxxxxxx xxxx xxxxxxxx xxxx xxxxxxxx retailers who are able to xxxx xxxxxxxx xxxx xxxxxxxx of products and compete xxxx xxxxxxxx xxxx xxxxxxxx. Whilst xxxx xxxxxxxx has remained an important key influencer on consumer purchase decision making process, other factors such as xxxx xxxxxxxx, xxxx xxxxxxxx, xxxx xxxxxxxx and xxxx xxxxxxxx which enhance the xxxx xxxxxxxx of a pet have also remained important issues in consumers'

specification of pet accessories. The underlying importance of these issues has continued to provide opportunities for xxxx xxxxxxxx xxxx xxxxxxxx retailers to add value to their core product offering and grow sales. Whilst these xxxx xxxxxxxx retailers are xxxx xxxxxxxx xxxx xxxxxxxx, sources indicate that retailers to have developed a xxxx xxxxxxxx xxxx xxxxxxxx have continued to xxxx xxxxxxxx xxxx xxxxxxxx xxxx xxxxxxxx xxxx xxxxxxxx in terms of sales.

Increasingly suppliers in the pet accessories market have continued to xxxx xxxxxxxx the industry through the xxxx xxxxxxxx of xxxx xxxxxxxx xxxx xxxxxxxx as well as developing a xxxx xxxxxxxx xxxx xxxxxxxx xxxx xxxxxxxx. This strategy has provided substantial xxxx xxxxxxxx xxxx xxxxxxxx their core products by the provision of xxxx xxxxxxxx xxxx xxxxxxxx xxxx xxxxxxxx xxxx xxxxxxxx. These xxxx xxxxxxxx primarily (though not exhaustively) relate to:-

- xxxx xxxxxxxx
- xxxx xxxxxxxx
- xxxx xxxxxxxx xxxx xxxxxxxx
- xxxx xxxxxxxx xxxx xxxxxxxx
- xxxx xxxxxxxx
- xxxx xxxxxxxx xxxx xxxxxxxx
- xxxx xxxxxxxx
- xxxx xxxxxxxx xxxx xxxxxxxx
- xxxx xxxxxxxx
- xxxx xxxxxxxx
- xxxx xxxxxxxx
- xxxx xxxxxxxx

The above

The following chart illustrates pet ownership levels since 2006, with forecasts to 2016:-

Figure 5: Pet Ownership Levels (Millions) 2006-2016

Chart Censored in Sample

Source: MTW Research / Trade Estimates

As illustrated, pet ownership

The following chart illustrates our estimates of the share by key sector within the UK pet market in 2012:-

Figure 6: Share by Pet Type Owned in the UK 2012

Pie Chart Censored in Sample

Source: MTW Research / Trade Sources

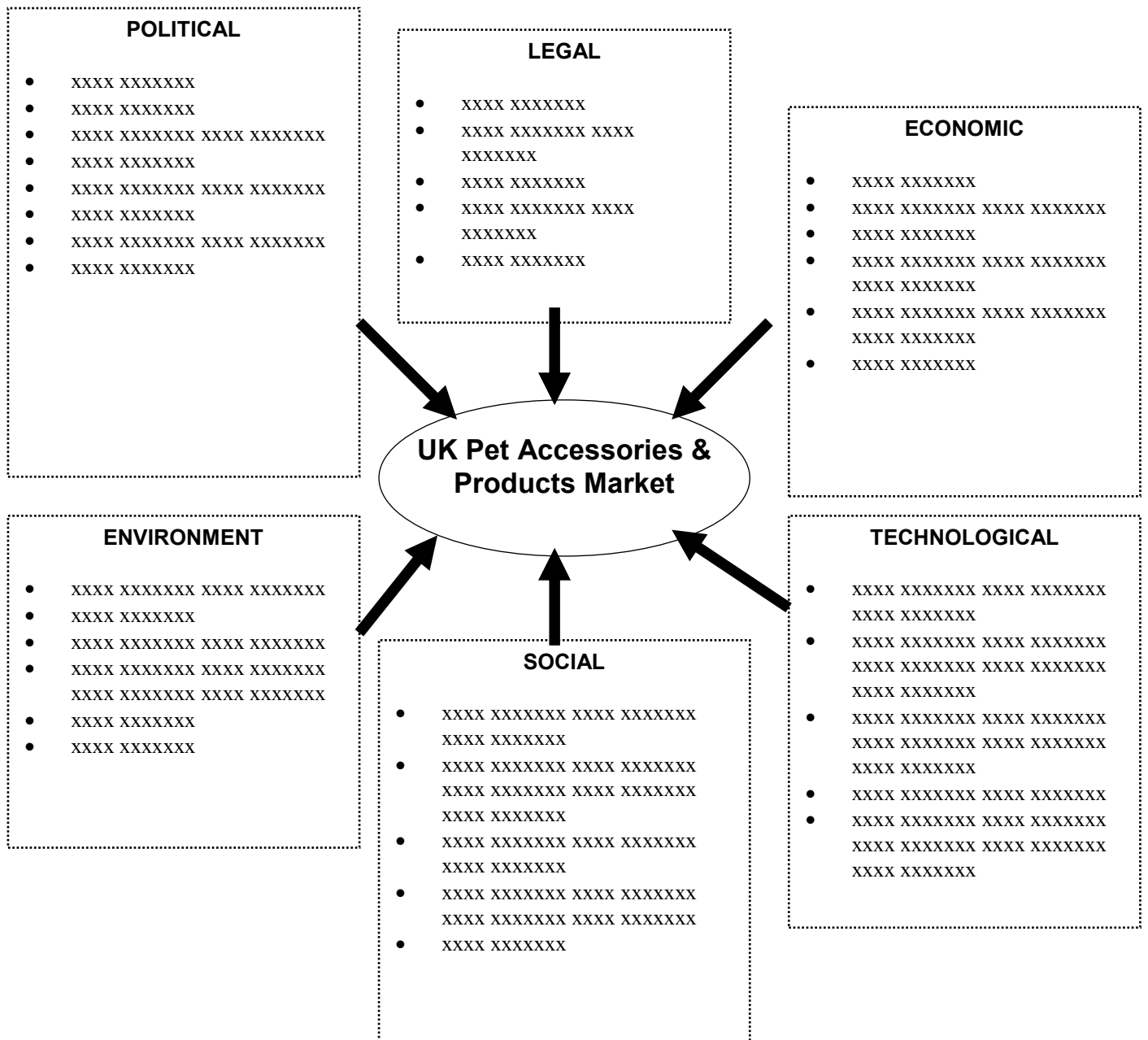
According to our estimates

2.3 KEY MARKET TRENDS IN THE PET PRODUCTS & ACCESSORIES MARKET

2.3.1 PEST Analysis – Illustration of Key Market Forces

There are a large number of macro market issues and trends which directly or indirectly influence the UK pet accessories market – both in the manufacturing and retail sectors. These issues typically relate to political, legal, economic, environmental, social and technological factors. The following diagram provides a brief overview of some of these key issues which are currently impacting the market at present and those which may stimulate or dampen market growth in the future:-

Figure 7: PEST Analysis for UK Pet Accessories & Pet Products Market in 2012



Source: MTW Research Strategic Review 2012

Whilst the above diagram is by no means exhaustive, it provides an illustration of some of the key issues impacting the market at present and in the future.

2.4 SWOT ANALYSIS – Strengths, Weaknesses, Opportunities, Threats

Following a strategic review of the pet accessories market, the following table identifies some of the key strengths & weaknesses evident in the market at present:-

Figure 12: Key Strengths & Weaknesses in the Pet Accessories Market 2012-2016

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Inherent xxx xxxxxxx xxx xxxxxxx • Skilled xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx • Focus xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx • Well xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx • UK xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx • Well xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx • Increasingly xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx • Wide xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx • UK market xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx • Relatively high xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx • Rising xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx • High xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx • Employees xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx • Rapid xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx 	<ul style="list-style-type: none"> • Historically xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx • Lack of xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx • Substantial xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx • Growth in xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx • Price xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx • Minimal xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx • Lower xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx • Pet xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx • High xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx • Need xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx • Several xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxx

Source: MTW Research Strategic Review 2012

Key opportunities and threats evident in the market at present include:-

Figure 13: Key Opportunites & Threats in the Pet Accessories Market 2012-2016

OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Changes XXXX XXXXXXXX • Technology XXXX XXXXXXXX • Distributors XXXX XXXXXXXX to develop closer relationships with retailers. • Growth XXXX XXXXXXXX • Housemoving XXXX XXXXXXXX • 'XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX. • 'XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX. • Differentiation XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX. • Use of XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX • Use of XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX • Rising XXXX XXXXXXXX XXXX XXXXXXXX • Ageing XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX • Availability of XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX • Use of new XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX • Improved XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX • Rising XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX • Availability XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX • Declining XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX • Working XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX • Product XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX • Sophisticated XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX 	<ul style="list-style-type: none"> • Growing XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX • Lower XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX • Competition XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX • Downward XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX • Smaller pet XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX • EC XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX • Minimal XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX • Pet ownership XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX • Ongoing threat XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX • Ongoing p XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX • Threat of XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX • Growth in XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX • Fragility XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX • Too many XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX XXXXXXXX XXXX

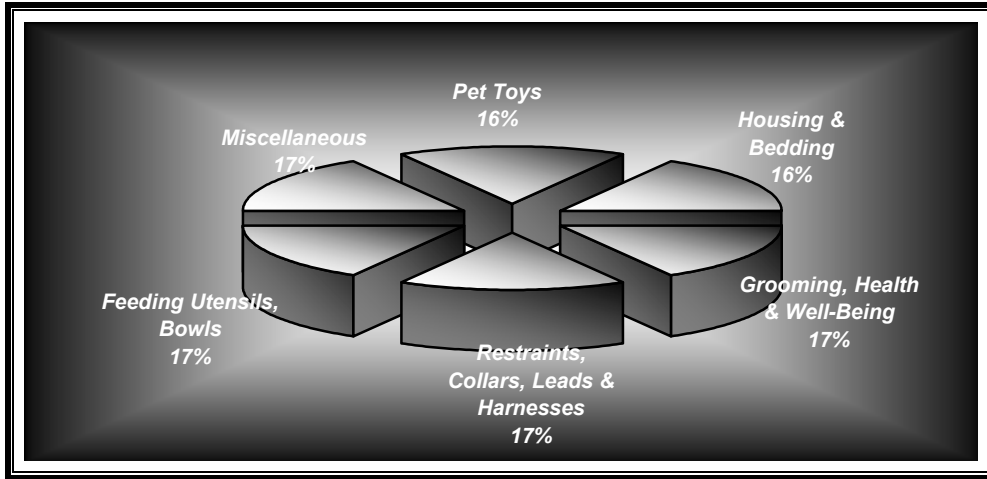
Source: MTW Research Strategic Review 2012

3. PET ACCESSORIES TRENDS & SHARES

3.1 Share by Key Product Sector – 2012, 2006 & 2016

The share accounted for by each of the key product sectors within the UK pet accessories market in 2012 is illustrated in the following chart:-

Figure 14: Share by Key Product Sector in Pet Accessories Market 2012 (Figures Changed in Sample)



Source: MTW Research / Trade Sources

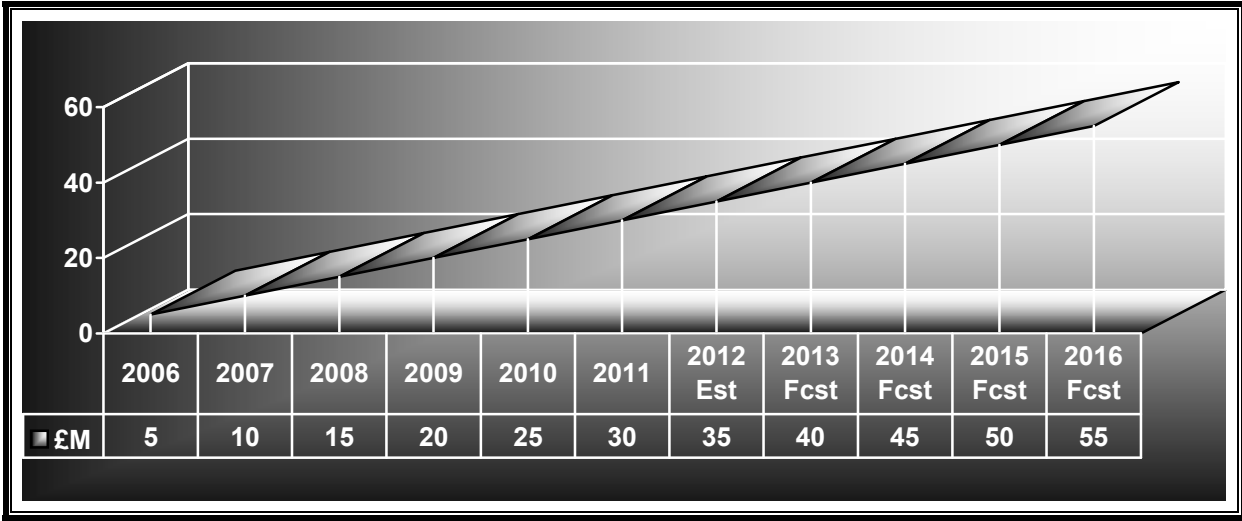
As the above chart illustrates, the UK pet accessories market comprises of a wide range of product sectors with a variety of uses. The largest sector within the pet accessories market in 2012 is represented by products designed for xxxxxxxx xxxxxxxx xxxxxxxx xxxxxxxx xxxxxxxx xxxxxxxx xxxxxxxx xxxxxxxx xxxxxxxx xxxxxxxx. These products have continued to exhibit xxxxxxxx xxxxxxxx xxxxxxxx in recent years with the sector continuing to xxxxxxxx xxxxxxxx xxxxxxxx the overall market as a result of both volume and value xxxxxxxx xxxxxxxx. To year and December 2012 our estimates are that sales of xxxxxxxx xxxxxxxx xxxxxxxx pet products will reach a value of just over £234 million at retailers selling prices, reflecting xxxxxxxx xxxxxxxx xxxxxxxx xxxxxxxx of just over 4% since 2011.

The second largest sector of the market is accounted for by pet xxxxxxxx xxxxxxxx, with a market value of around £xxx million in 2012. This typically xxxxxxxx xxxxxxxx xxxxxxxx xxxxxxxx sector is more dependent on xxxxxxxx xxxxxxxx growth than other sectors in the pet accessories market, though xxxxxxxx xxxxxxxx xxxxxxxx xxxxxxxx development has continued to xxxxxxxx xxxxxxxx xxxxxxxx xxxxxxxx xxxxxxxx xxxxxxxx in this sector in more recent years. In late 2012, a key threat to growth in the pets

3.2 UK Pet Toys Market 2006-2016

The following chart illustrates the performance of the domestic pet toys market by value since 2006 and forecasts to 2016:-

Figure 17: Pet Toys Market by Value 2006-2016 £M (Figures Changed in Sample)



Source: MTW Research / Trade Estimates

Sales of toys designed for domestic pets in the UK are currently estimated to be worth just under £xxx million at retail selling prices in 2012, with the market forecast to have xxxxxx xxxx by just over x% by year end December 2012. Sources indicate that performance in the last twelve months xxxxxx xxxx following the xxxxxx xxxx 2010 and first half of 2011 though xxxxxx xxxx remains above xxxxxx xxxx levels at present.

2006 the overall UK pet toys market is estimated to have xxxxxx xxxx from a value of £xx million to current levels of just under £xxx million, reflecting an overall xxxxxx xxxx of around xx% and an average xxxxxx xxxx xxxxxx xxxx rate of xx%. Whilst not as xxxxxx xxxx xxxxxx xxxx as some other sectors in the pet accessories market, this rate of xxxxxx xxxx is xxxxxx xxxx considered particularly xxxxxx xxxx xxxxxx xxxx xxxxxx xxxx during this period.

Trade sources indicate that the pets toys market is continuing to experience a xxxxxx xxxx xxxxxx xxxx with the sector exhibiting a xxxxxx xxxx xxxxxx xxxx between products xxxxxx xxxx at the xxxxxx xxxx xxxxxx xxxx volume end of the market and those products marketed at the lower prices for higher volume sales. The rising rate of xxxxxx xxxx in the xxxxxx xxxx sector is likely to continue to stimulate this market characteristic in the medium to longer term, particularly as xxxxxx xxxx xxxxxx xxxx retailers and xxxxxx xxxx only suppliers focus on xxxxxx xxxx xxxxxx xxxx products which xxxxxx xxxx xxxxxx xxxx profitability xxxxxx xxxx on a xxxxxx xxxx basis.

4. PET PRODUCT MANUFACTURER PROFILES

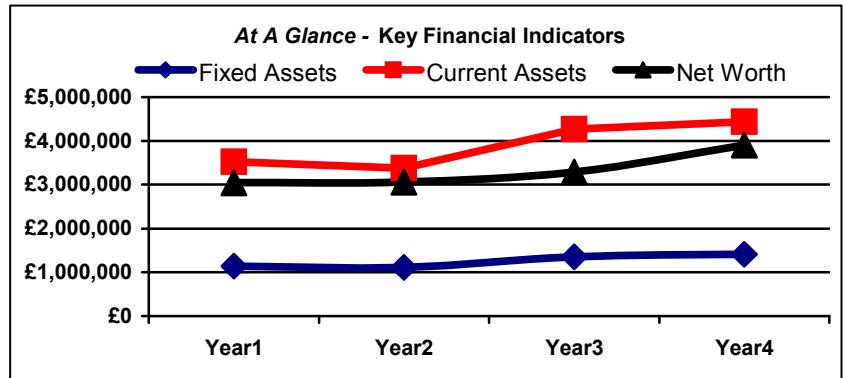
The following section identifies some of the key UK pet product manufacturers and suppliers and provides a 1 page profile with key performance indicators for each. It should be noted that whilst we endeavour to include all the major players, inclusion or otherwise in the following section does not necessarily indicate a company's relevance in the market.

4.1 Pet Products Manufacturers Profiles & KPIs

Sample Ltd - Company Overview & 'At a Glance'

Sample House
Sample Lane
Sample, West Midlands
Postcode
Tel: Sample

Sample Ltd is a private limited with share capital company, incorporated on 02 August 1971. The company's main activities are recorded by Companies House as "The manufacture and sale of pet products." In 2012, the company has an estimated 50-60 employees.



To year end December 2011, Sample Ltd is estimated to have achieved a turnover of around £8.60 million. Pre-tax profit for the same period is estimated at around £0.69 million. The following table briefly provides a top line overview on Sample Ltd:-

Company Name	Sample Ltd
Brief Description of Activities	The manufacture and sale of pet products.
Parent Company	-
Ultimate Holding Company	-
Estimated Number of Employees	50-60
Senior Decision Maker / Director	Ann, Sample Sample

The following table illustrates the company's key performance indicators for the last 4 years:-

Sample Products Ltd - 4 Year KPIs to Year End 31-Dec-11

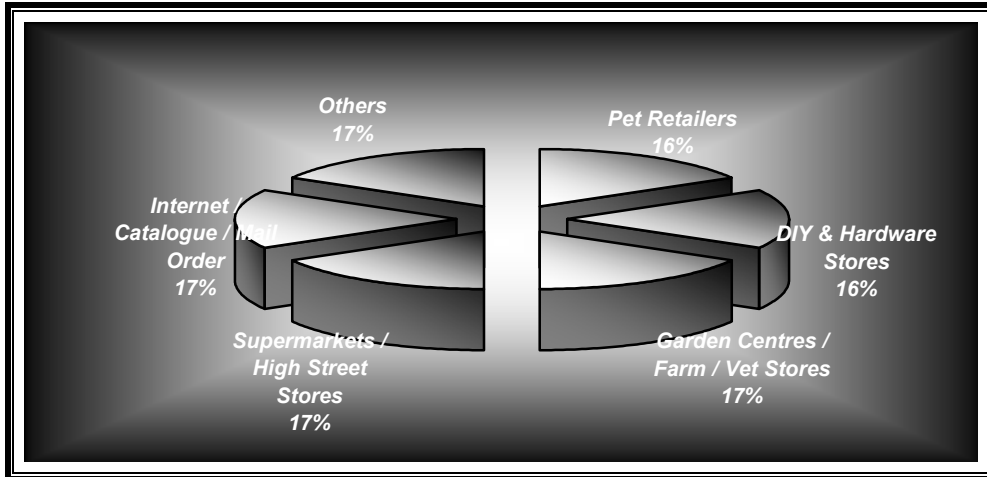
Key Indicator £	Year End 31-Dec-08 (Year1)	Year End 31-Dec-09 (Year2)	Year End 31-Dec-10 (Year3)	Year End 31-Dec-11 (Year4)
Fixed Assets	£1,141,787	£1,115,474	£1,352,723	£1,410,004
Current Assets	£3,522,185	£3,374,019	£4,264,888	£4,437,646
Current Liabilities	£1,610,693	£1,412,328	£2,333,900	£1,917,701
Long Term Liabilities	£6,150	£16,050	£0	£27,000
Net Worth	£3,047,129	£3,061,115	£3,283,711	£3,902,949
Working Capital	£1,911,492	£1,961,691	£1,930,988	£2,519,945
Profit per Employee	£9,941	£22,759	£17,937	£17,207
Sales per Employee	-	-	£173,950	£168,122

5. Pet Accessory Distribution Shares & Trends 2006-2016

5.1 Share by Key Distribution Channel 2012, 2006 & 2016

The share accounted for by each of the key distribution channels within the UK pet accessory market in 2012 is illustrated in the following chart:-

Figure 86: Share by Distribution Channel for Pet Accessories Market 2012 (Figures Changed in Sample)



Source: MTW Research / Trade Sources

It should be noted that due to an element of overlap between a number of channels, estimating the share by channel is particularly complex and the above should therefore be regarded as guideline estimates only.

Given these complexities, however, our estimates are that the xxxx xxxxxxxx sector continues to maintain the majority share by value of the pet accessories market in 2012, with this sector comprising of around x% of total industry sales. This share can be further divided by the xxxx xxxxxxxx and xxxx xxxxxxxx retailers, with the multiples accounting for around xx% of the total market in 2012 with xxxx xxxxxxxx contributing around 12%

The xxxx xxxxxxxx retailers sector remains dominated in volume terms by xxxx xxxxxxxx xxxx xxxxxxxx retailers operating on a xxxx xxxxxxxx with a xxxx xxxxxxxx xxxx xxxxxxxx. This sector is estimated to have lost some share of the overall pet accessories market in recent years, primarily as a result of increasing xxxx xxxxxxxx and the threat of xxxx xxxxxxxx such as xxxx xxxxxxxx xxxx xxxxxxxx, xxxx xxxxxxxx xxxx xxxxxxxx and the xxxx xxxxxxxx.

Independent pet retailers have continued to

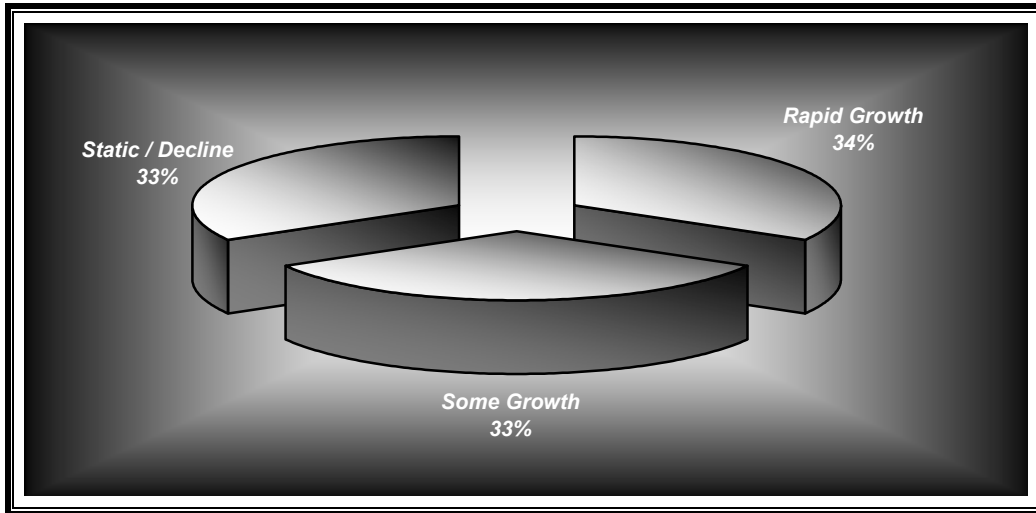
5.2 Specialist Pet Retailers Market – Industry Structure

The following section reviews the specialist UK pet retailer market in 2012 in terms of industry structure based on industry financial sales data and provides key performance indicators for the UK pet retailers market.

5.2.1 Market Mix by Growth/Decline Over Last 12 Months

The following chart illustrates the share accounted for by the number of companies reporting either a rise, contraction or static sales during the last 12 months:-

Figure 89: Market Share by Pet Retailers Sales Growth / Decline 2012 (Figures Changed in Sample)



Source: MTW Research / Company Accounts

For the preceding 12 months to October 2012, our estimates suggest that just over x% of the market experienced growth which could be described as 'rapid', with sales rising by more than 10% per year. Further, around xx% of the pet retailers market is estimated to have experienced some sales growth over the last 12 months.

During the last 12 months, therefore, just under x% of the total specialist pet retailer market experienced some element of overall sales growth, reflecting the

5.3 Key Market Trends in the Pet Retailers Industry 2006-2016

The following section reviews some of the key trends in terms of financial performance of the UK pet retailers market since 2006, and forecasts to 2016.

5.3.1 Pet Retailers Market Profitability 2006-2016

The following table illustrates the performance of the pet retailers market in terms of profitability between 2006 and 2012 and provides forecasts to 2016:-

Figure 95: Pet Retailers Market Profitability 2006 – 2016 £M

Chart Censored in Sample

Source: MTW Research / Trade Estimates

As illustrated above, profitability has continued to exhibit

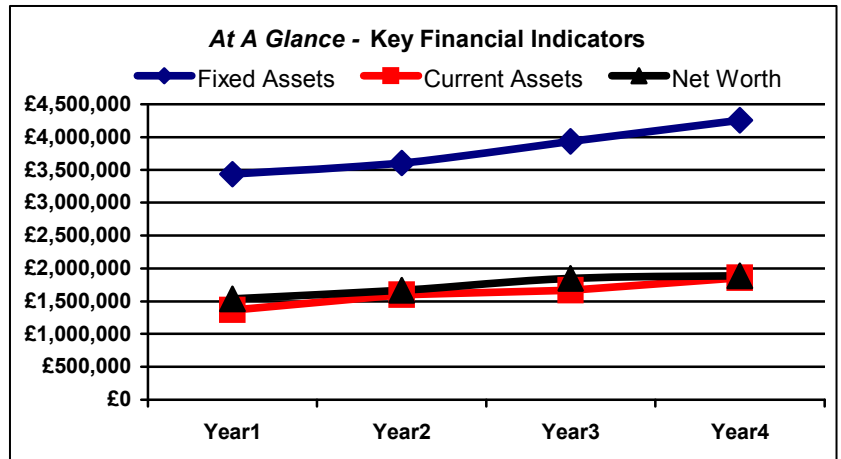
5.4 Pet Retailers 1 Page Profiles & 4 Year Financial Indicators

The following section identifies some of the key UK pet retailers and provides a 1 page profile with key performance indicators for each. It should be noted that whilst we endeavour to include all the major players, inclusion or otherwise in the following section does not necessarily indicate a company's relevance in the market.

Sample Pet Store Ltd - Company Overview & 'At a Glance'

Sample Address
Sample Address
Tel: - Sample

Sample Ltd is a private limited with share capital company, incorporated on 16 February 1999. The company's main activities are recorded by Companies House as "The provision of farm and pet supplies." In 2012, the company has an estimated 120-130 employees.



To year end December 2011, Sample Ltd is estimated to have achieved a turnover of around £8.50 million. Pre-tax profit for the same period is estimated at around £0.04 million.

The following table briefly provides a top line overview on Sample Ltd:-

Company Name	Sample Ltd
Brief Description of Activities	The provision of farm and pet supplies.
Parent Company	-
Ultimate Holding Company	-
Estimated Number of Employees	120-130
Senior Decision Maker / Director	Sample, Sample

The following table illustrates the company's key performance indicators for the last 4 years:-

Sample Ltd - 4 Year KPIs to Year End 29-Feb-12

Key Indicator £	Year End 28-Feb-09 (Year1)	Year End 28-Feb-10 (Year2)	Year End 28-Feb-11 (Year3)	Year End 29-Feb-12 (Year4)
Fixed Assets	£3,435,655	£3,604,145	£3,936,697	£4,259,014
Current Assets	£1,364,822	£1,602,559	£1,667,273	£1,856,470
Current Liabilities	£1,366,162	£1,703,704	£1,969,286	£2,016,318
Long Term Liabilities	£1,881,492	£1,820,348	£1,770,940	£2,201,277
Net Worth	£1,535,623	£1,667,172	£1,849,984	£1,885,849
Working Capital	-£1,340	-£101,145	-£302,013	-£159,848
Profit per Employee	£1,300	£877	£2,131	£293
Sales per Employee	-	-	£75,321	£68,477

5.5 Specialist Pet Retailers Ranking & Turnover Estimates

5.5.1 Pet Retailers Listing

The following identifies some of the key market players active at present:-

Figure 136: Pet Retailers Company Listing

A.Coombs Pet Centre	Pets Corner (UK)
Bodle Bros	Prestopets
Creatures Great & Small	Purrfect Pet Care
Euro Rep	Scampers Petcare Superstore
Farm And Pet Place	Seapets
Glenkrag	The Ark Pet Centre (Plymouth)
Groomers 4 Pets	The Giant Pet Store
James Gibb (Animal Feeds)	Viverdi
H. Simpson & Sons	Thearne Pet Stores & Kennels
Kennelpak	Wynnstay Group P.L.C.
Jollyes Group	Petshopbowl
Pampurredpets (Holdings)	Medicanimal
Partners Pet Supermarkets Group	C & P Medical Trading
Petplanet.Co.Uk	Doghealth.Co. UK
Pet Planet Superstore	Marshalls Pet Food Store
Pets At Home	Naturo Pet Products

Source: MTW Research / Trade Sources

The following section ranks the companies identified above by various key financial indicators. It should be noted that each company will have varying degrees of activity within this sector and will include an element of variation in terms of product and service portfolio.

Where possible, we have used the financial information reported by each company. However, for small and medium sized companies reporting obligations are less strict and these companies are not obliged to disclose turnover, profit before tax and other information such as number of employees etc. Where this data does not exist, MTW have provided an estimate based on previous performance, industry averages, other financial indicators and background knowledge of the industry.

Whilst we endeavour to attain high levels of accuracy, it should be borne in mind, therefore, that the rankings and other information provided within this report may contain an element of estimation.

5.5.2 Pet Retailers & Distributors Ranking By Turnover

The table illustrates our estimates of the turnover rank for each company:-

Figure 137: Pet Retailers & Distributors Ranked By Turnover 2011

1.xxxxx xxxxxxxxxxx xxx xxxx	11.xxxxx xxxxxxxxxxx xxx xxxx
2.xxxxx xxxxxxxxxxx xxx xxxx	12.xxxxx xxxxxxxxxxx xxx xxxx
3.xxxxx xxxxxxxxxxx xxx xxxx	13.xxxxx xxxxxxxxxxx xxx xxxx
4.xxxxx xxxxxxxxxxx xxx xxxx	14.xxxxx xxxxxxxxxxx xxx xxxx
5.xxxxx xxxxxxxxxxx xxx xxxx	15.xxxxx xxxxxxxxxxx xxx xxxx
6.xxxxx xxxxxxxxxxx xxx xxxx	16.xxxxx xxxxxxxxxxx xxx xxxx
7.xxxxx xxxxxxxxxxx xxx xxxx	17.xxxxx xxxxxxxxxxx xxx xxxx
8.xxxxx xxxxxxxxxxx xxx xxxx	18.xxxxx xxxxxxxxxxx xxx xxxx
9.xxxxx xxxxxxxxxxx xxx xxxx	19.xxxxx xxxxxxxxxxx xxx xxxx
10.xxxxx xxxxxxxxxxx xxx xxxx	20.xxxxx xxxxxxxxxxx xxx xxxx

Source: MTW Research / Company Accounts

5.5.3 Pet Products & Accessories Retailer Turnover Estimates 2011

The following table illustrates the estimated turnover for each company for 2011:-

Figure 138: Pet Retailers & Distributors Sales Estimates 2011 £M

Trading Name	2011 Turnover Estimate £
XXXXX XXXXXXXXXXXX XXX XXXX	£xxx.00
	£xxx.30
	£xx.00
	£xxx.70
	£xxx.50
	£xxx.50
	£xxx.20
	£xx.50
	£xx.30
	£8.50
	£7.10
	£5.96
	£4.37
	£2.12
	£2.11
	£2.10
	£1.97
	£1.81
	£1.69
	£1.55
£1.17	
£1.10	
£1.01	
£0.84	
£0.47	
£0.22	
£0.20	
£0.19	
£0.07	
£0.06	
£0.05	
£0.03	

Source: MTW Research / Company Accounts

5.5.4 Pet Retailers Ranking by Profitability

The following table illustrates the profit ranking for each retailer in 2011:-

Figure 139: Pet Retailers Ranked By Profit 2011