

**Brand New Database**  
*Exclusive to MTW Research*



# **Pet Retailers Database - UK 2010**

MTW Research have published a brand new mailing, email & telemarketing list representing more than 80% of the UK specialist pet retail market in late 2010. This brand new list offers fresh, relevant sales leads of key companies actively involved in the distribution and retail of pet accessories, pet food and other pet products.

With full data compliance & no limitations on usage, this high quality database offers excellent value for money for all pet product suppliers seeking to increase sales through this channel.

## ***The 2010 Pet Retailers Database Includes:-***

- **2,000+ Pet Retailers**
- **2,000+ Full Address & Postcodes** *–Preference Service Screened, Autonomous Sites Only*
- **1,600+ Contact Names** *- Senior Decision Maker / Head of Purchasing*
- **1,300+ Telephone Numbers** *– Corporate Telephone Preference Service Screened*
- **120+ Email Addresses**
- **1,700+ Records with Employee Band** *(5-9, 10-19, 20-49, 50-99, 100-249, 250-999, 1000+)*

The total UK pet products market is estimated to have grown from a value of around £3.6 billion in 2004 to £4.4 billion to year end December 2010, reflecting growth of some 21% over a 6 year period. Whilst pet ownership has more recently levelled out in the UK, healthy value performance is likely to continue as manufacturers and distributors continue to add value through a range of differentiation strategies & tactics, particularly favoured by specialist pet retailers.

This mailing, telemarketing & email list enables UK manufacturers and distributors to specifically target pet retailers currently active in the UK market and grow sales quickly and cost effectively, it is available now to purchase exclusively from MTW Research.

**Pet Retailers Database – UK 2010**  
*Available Now, Exclusively from MTW Research*

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***The UK Pet Accessories Market in 2011 and beyond...***

The UK pet accessories market has exhibited robust resilience to the recent downturn in UK economic performance in comparison to other consumer good sectors, with positive value growth for 2008 and 2009 experienced against a backdrop of static pet ownership levels and decline in discretionary spending by consumers on non-commodity products.

Forecasts for 2010 are more positive than 2009, with healthy market growth anticipated, reflecting an increase in sales of around £9 million, up from an increase of £7 million during 2009. Medium term prospects for the market are likely to include a growing polarisation across the pet accessories sector, with suppliers and retailers establishing more definite market positions based on either a value or volume strategy. More specialist products coupled with higher quality service & advice which offer greater perceived benefits are likely to become increasingly popular amongst lower volume retailers, whilst the multiples continue a strategy of own label and importing a higher percentage of SKUs.

This 2010 database enables pet product manufacturers & distributors to actively target this increasingly important channel at what is now a key growth stage. All indications are that the specialist pet retailer market is increasingly set to focus their marketing activity on the higher value sector – a market likely to benefit from the return to growth in the economy and consumer confidence during 2011.

*Source: "Pet Products & Accessories Market Report – UK 2010", MTW Research*

 <small>www.marketresearchreports.co.uk</small> <i>Professional Market Research...Superior Market Reports</i>		
<p><b>NO LIMITATIONS</b></p> <p>~ Use The Data For Any Purpose ~</p>	<p><b>COST EFFECTIVE</b></p> <p>~ One Purchase, Unlimited Usage ~</p>	<p><b>MORE RELEVANT</b></p> <p>~ Experienced in the Industry ~</p>
<p><b>Pet Retailers Database – UK 2010</b></p> <p>Specifically Designed for Pet Product Manufacturers and Distributors to Quickly Increase Sales to the Specialist Pet Retail Channel</p>		

***About MTW Research...***

MTW Research are an independent publisher of high quality market research reports & databases in the DIY, Garden & Home Improvement Industries.

Our reports and databases are researched, written and compiled by qualified marketing professionals, who have experience of undertaking detailed multi-client and bespoke market research across a broad range of sectors in the UK DIY, Construction & Home Improvement industry for more than a decade. MTW Research are a wholly independent publisher of quality market research reports and databases and are therefore able to offer original, objective, relevant and quality market and competitor research & mailing lists which offer a fresh perspective on your market.

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MTW provide this list to clients with no limitations on type or frequency of usage of the list. This database has been screened against the TPS / MPS preference service at time of publication in November 2010. Whilst MTW endeavour to attain high levels of accuracy, the information supplied is based on primary telephone research, Companies House & Directory Enquiries and may be prone to errors or omissions, whilst MTW accept no liability for such omissions or errors we offer a buyback guarantee on incorrect addresses above 20% error rate. Please note this guarantee applies only to address records, and not to any other records such as employee band, e-mails etc.

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