				ı	DENTAL DA	ASHBOAF	RD						
Category Filte	Filter CHEWS Prophy Filter All				Species Fil	Species Filter Feline			Select Time Metric Months				
				S	SUMMARY -	June 20	19						
	ВІАН	Butler	Dechra	Hills	Mars	Nestle Puri	Sogeval	VETone	Vetoquinol	Virbac	Grand Tot		
Current Per	1,726.18K	0.04K	4.60K	8.02K	205.75K	11.50K	69.94K	95.54K	58.90K	1,466.70K	3,647.18		
revious Pe	2,012.34K	0.05K	9.06K	74.26K	236.20K	9.58K	69.25K	99.34K	50.55K	1,545.93K	4,106.57		
s. Change	-286.16K	0.00K	-4.47K	-66.24K	-30.45K	1.92K	0.68K	-3.80K	8.35K	-79.23K	-459.40		
6 Change	-16.58%	-4.99%	-97.22%	-826.08%	-14.80%	16.68%	0.98%	-3.98%	14.18%	-5.40%	-12.60%		
TD	11,344.85K	0.19K	35.82K	83.73K	1,291.01K	75.13K	455.85K	584.29K	377.10K	9,334.17K	23,582.13		
YTD	12,940.82K -1,595.98K	0.37K -0.18K	54.31K -18.50K	423.88K -340.14K	1,446.08K -155.07K	74.19K 0.94K	456.13K -0.27K	590.84K -6.55K	276.63K 100.47K	9,582.33K -248.16K	25,845.5		
S. Change	-14.07%	-94.27%	-18.30K -51.64%	-406.21%		1.25%	-0.27K	-1.12%	26.64%	-2.66%	-2,263.45 -9.60%		
6 Change-Y 1AT	22,502.04K	0.42K	73.10K	352.51K	2,694.66K	153.03K	897.80K	1,172.94K	683.92K	18,545.33K	47,075.7		
MAT	26,050.93K	0.50K	126.02K	818.03K	2,989.06K	161.38K	852.16K	1,167.30K	604.46K	19,118.95K	51,888.80		
s. Change	-3,548.89K	-0.08K	-52.92K	-465.51K	-294.41K	-8.34K	45.64K	5.63K	79.46K	-573.62K	-4,813.04		
6 Change	-15.77%	-19.25%	-72.40%	-132.06%		-5.45%	5.08%	0.48%	11.62%	-3.09%	-10.22%		
						_							
Prophy/Non-l	Prophy Doses A	cross Brands -	Current Month(J	une'2019), Cl	HEWS, Species - All		Manufacturer Doses Dispensed Summary, All Species						
ws			1,256.43K								10.64M YoY:		
							73.30M YoY: 37.32% ▲						
SE		1,000	.41K										
NE	616	5.47K									9.48M		
			_					10.1			YoY: 10.69%		
MW	577.	.93K					Virbac 68.14M						
							YoY: 38.90% ▲ MS: 39.77%						
UN	MS: 39.77%												
0.0	0.0K 200.0K 400.0K 600.0K 800.0K 1,000.0K 1,200.0K												
Prophy	Nor	n Prophy											
ттортту	- 1101	ор.,				-							
	BIAH Monthl	y Market Share	e - Last 12 months	s - Feline Spec	cies	_	Brand	Comparison Ad	ross Region for F	eline Species			
			٨	A	9.26% 10%	MW	Greenies MW						
					9:19 70		<mark>Ora</mark> Vet						
200K						NE	Greenies NE						
Current Value				ılı	5%	2	OraVet						
ırren					5%	SE	Greenie	S					
3 100K							OraVet		Greenies				
						WS	OraVet		Greenies				
ок					0%		Greenies						
	y 2018 N	November 201	L8 March 2	2019 Ju	ily 2019	UN	OraVet						
Current Va		rket Share (Market Sha		,	Competit		reenies	ВІАН В	rands	et		
		Major B	rands based on	YOY for Ove	rall - Current Mor			cies - All, Pr <u>or</u>	_				
									•	ies			
Major Share Gains BRAND Current Period Share Previous Period Share Mkt. Share pt change						Major Share Losses BRAND Current Period Share Previous Period Sha Mkt. Share pt c							
CET	38.	.30%	37.55%		0.02pts	Dentahe	2.	01%	2.70%	(0.34 pts)		
Clenzadent	1.	42%	1.33%		0.06pts	DonToo		25%	0.29%		0 13 nts)		

	Major S	Share Gains		Major Share Losses					
BRAND	Current Period Share	Previous Period Share	Mkt. Share pt change	BRAND	Current Period Share	Previous Period Sha	Mkt. Share pt change		
CET	38.30%	37.55%	0.02pts	Dentahex	2.01%	2.70%	(0.34 pts)		
Clenzadent	1.42%	1.33%	0.06pts	DenTees	0.25%	0.29%	(0.13 pts)		
DuoClenz	1.44%	1.34%	0.07pts	Enzadent	2.02%	2.42%	(0.20 pts)		
OraVet	48.85%	48.56%	0.01pts	Elizauelit	2.0270	2.4270	(0.20 pts)		
PrescriptionDi	1.11%	1.11%	0.01pts	Greenies	4.24%	4.36%	(0.03 pts)		
ProPlan	0.35%	0.34%	0.02pts	Nutrisenti	0.00%	0.00%	(0.01 pts)		