

# DENTAL DASHBOARD

Category Filter CHEWS

Prophy Filter All

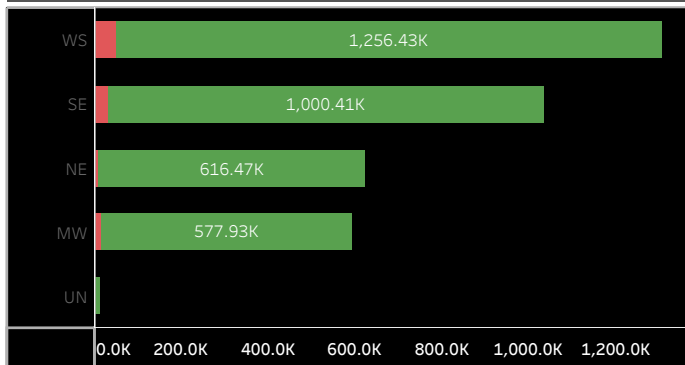
Species Filter Feline

Select Time Metric Months

## SUMMARY - June 2019

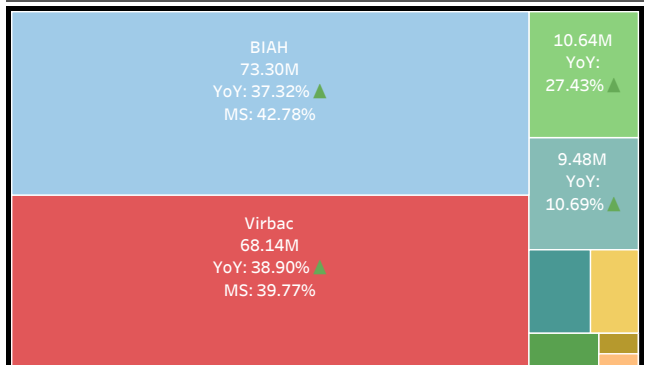
	BIAH	Butler	Dechra	Hills	Mars	Nestle Puri..	Sogeval	VEtone	Vetoquinol	Virbac	Grand Total
Current Per..	1,726.18K	0.04K	4.60K	8.02K	205.75K	11.50K	69.94K	95.54K	58.90K	1,466.70K	3,647.18K
Previous Pe..	2,012.34K	0.05K	9.06K	74.26K	236.20K	9.58K	69.25K	99.34K	50.55K	1,545.93K	4,106.57K
Ds. Change-..	-286.16K	0.00K	-4.47K	-66.24K	-30.45K	1.92K	0.68K	-3.80K	8.35K	-79.23K	-459.40K
% Change-..	-16.58%	-4.99%	-97.22%	-826.08%	-14.80%	16.68%	0.98%	-3.98%	14.18%	-5.40%	-12.60%
YTD	11,344.85K	0.19K	35.82K	83.73K	1,291.01K	75.13K	455.85K	584.29K	377.10K	9,334.17K	23,582.13K
PYTD	12,940.82K	0.37K	54.31K	423.88K	1,446.08K	74.19K	456.13K	590.84K	276.63K	9,582.33K	25,845.58K
Ds. Change-..	-1,595.98K	-0.18K	-18.50K	-340.14K	-155.07K	0.94K	-0.27K	-6.55K	100.47K	-248.16K	-2,263.45K
% Change-Y..	-14.07%	-94.27%	-51.64%	-406.21%	-12.01%	1.25%	-0.06%	-1.12%	26.64%	-2.66%	-9.60%
MAT	22,502.04K	0.42K	73.10K	352.51K	2,694.66K	153.03K	897.80K	1,172.94K	683.92K	18,545.33K	47,075.76K
PMAT	26,050.93K	0.50K	126.02K	818.03K	2,989.06K	161.38K	852.16K	1,167.30K	604.46K	19,118.95K	51,888.80K
Ds. Change-..	-3,548.89K	-0.08K	-52.92K	-465.51K	-294.41K	-8.34K	45.64K	5.63K	79.46K	-573.62K	-4,813.04K
% Change-..	-15.77%	-19.25%	-72.40%	-132.06%	-10.93%	-5.45%	5.08%	0.48%	11.62%	-3.09%	-10.22%

Prophy/Non-Prophy Doses Across Brands - Current Month( June'2019), CHEWS, Species - All

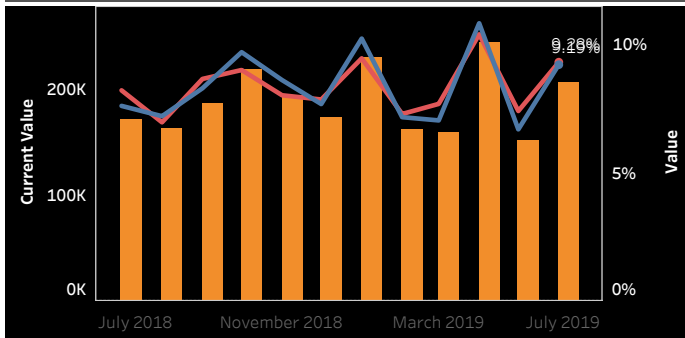


Prophy Non-Prophy

Manufacturer Doses Dispensed Summary, All Species

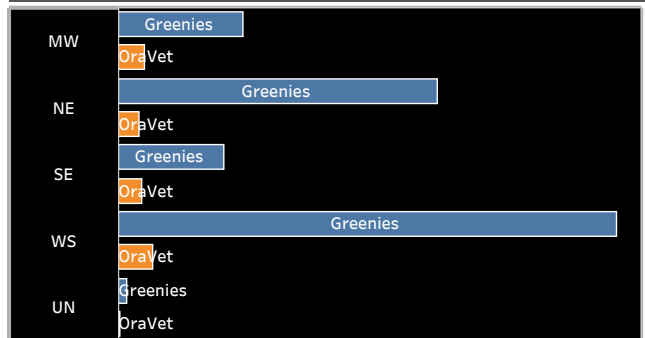


BIAH Monthly Market Share - Last 12 months - Feline Species



Current Value Market Share (.. Market Share (..

Brand Comparison Across Region for Feline Species



Competitor Brands Greenies BIAH Brands OraVet

Major Brands based on YOY for Overall - Current Month (June'2019),CHEWS, Species - All, Prophylaxis- All

## Major Share Gains

BRAND	Current Period Share	Previous Period Share	Mkt. Share pt change
CET	38.30%	37.55%	0.02pts
Clenzadent	1.42%	1.33%	0.06pts
DuoClenz	1.44%	1.34%	0.07pts
OraVet	48.85%	48.56%	0.01pts
PrescriptionDi..	1.11%	1.11%	0.01pts
ProPlan	0.35%	0.34%	0.02pts

## Major Share Losses

BRAND	Current Period Share	Previous Period Sha..	Mkt. Share pt change
Dentahex	2.01%	2.70%	(0.34 pts)
DenTees	0.25%	0.29%	(0.13 pts)
Enzadent	2.02%	2.42%	(0.20 pts)
Greenies	4.24%	4.36%	(0.03 pts)
Nutrisenti..	0.00%	0.00%	(0.01 pts)