

Online Pet Food & Pet Supply Sales in the US

<https://marketpublishers.com/r/OC77081A6C2EN.html>

Date: December 2011

Pages: 30

Price: US\$ 910.00 (Single User License)

ID: OC77081A6C2EN

Abstracts

Online Pet Food & Pet Supply Sales

Long leash

With rising pet ownership among US households and more owners humanizing their pets, online pet food and supply stores have fared well over the five years to 2011. Increasing popularity of premium pet food supplies have also fueled industry growth over the period; since premium goods are typically priced higher, they provide a good source of revenue for players. Nevertheless, the closing of a tax loophole and increasing competition will likely constrain profit margins.

This industry retails pet foods and supplies via the internet. Examples of products offered by online pet supply stores include collars, leashes, health and beauty aids, medication, toys, pet carriers and furniture.

This report covers the scope, size, disposition and growth of the industry including the key sensitivities and success factors. Also included are five year industry forecasts, growth rates and an analysis of the industry key players and their market shares.

Major companies:

PETCO Animal Supplies Inc.

PetMed Express Inc.

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