

# Addressing Food and Lifestyle: Innovations in Global Pet Care

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## Abstracts

In the face of continued economic uncertainty and challenging market forces, companies must innovate carefully to ensure new products will succeed. The pet care industry is increasingly influenced by 'lifestyle' with trends in human life frequently crossing over into the world of pets. This report evaluates the opportunity for new products and how new trends might relate to adjacent industries which may, at least at first, seem to have little in common.

Euromonitor International's Addressing Food and Lifestyle: Innovations in Global Pet Care global briefing offers an insight into the development of the market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading and emerging companies and brands, offers strategic analysis of key factors influencing the market, including background information on pet population, pet ownership by household and prepared gap ratio. Forecasts illustrate how the market is set to change and criteria for success.

**Product coverage:** Pet Food, Pet Products.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Pet Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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