

# Because they're Worth It: Pet Care Global Overview

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## Abstracts

The global pet care market continues to exhibit strong growth, mainly driven by the premium dog and cat food, pet treats and other pet products segments, as a growing number of owners around the world come to think of their pets as family members or even ersatz children. As a result, the gap between human and pet food is steadily narrowing, as owners increasingly demand that the food they feed their pets is comparable in quality to what they are feeding themselves.

Euromonitor International's Because they're Worth It: Pet Care Global Overview 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.

## Contents

Introduction  
Global Overview  
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