

## Colgate-Palmolive Co in Pet Care (World)

URL:	<a href="https://marketpublishers.com/r/C7F30168F53EN.html">https://marketpublishers.com/r/C7F30168F53EN.html</a>
Date:	September 25, 2017
Pages:	39
Price:	US\$ 572.00
ID:	C7F30168F53EN

While it remains the third largest player in the global pet care market with an established portfolio of high-margin premium brands and growing online sales, Colgate-Palmolive is steadily losing volume share. In the key North American market, its therapeutic positioning is somewhat out of sync with the consumer zeitgeist, rendering it vulnerable to rival brands with a natural or organic positioning. Moreover, it is a peripheral presence in some key emerging markets, most notably China.

Euromonitor International's Colgate-Palmolive Co in Pet Care (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Pet Care industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving 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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