

Dog Food in the US

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Abstracts

The pet humanisation trend has been prevalent in the US for a long time, with households in urban areas in particular treating their dogs as a member of the family. Previously, this trend has often benefited indulgent dog food options, including products that take inspiration from human cuisine. However, with consumers becoming increasingly sophisticated in their understanding of dogs' nutritional needs, there was a growing focus on biologically appropriate nutrition for dogs, with recognition t...

Euromonitor International's Dog Food in USA report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2015-2019, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2024 illustrate how the market is set to change.

Product coverage: Dog and Cat Food.

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

Why buy this report?

Get a detailed picture of the Dog Food 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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