

Dogs, Cats and Other Pets: An Overview

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Abstracts

Dogs and cats are the preferred pets in most markets, with pet owners continuing to spend heavily on pet beauty products and fashion accessories. Changes are slowly taking place, as small mammals become more popular. Fish and birds appear to have lost their charm. This report provides an encompassing analysis of the state of the pet care market in 2014, with a focus on dog and cat food, as well as trends in pet ownership around the world.

Euromonitor International's Dogs, Cats and Other Pets: An 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.

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