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Emerging Spending Habits of Pet Owners in 2010 and Beyond

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Abstracts

The global pet care industry has remained relatively resilient to the recent global economic credit crunch, thanks largely to the ongoing pet humanisation trend. With pet owners increasingly viewing their pets as part of the family, spending on pets is no longer restricted to essential items such as pet food, but increasingly for discretionary items ranging from pet healthcare to pet dietary supplements to pet cosmetics to pet travel, which in turn has created significant marketing opportunities...

Euromonitor International's Emerging Spending Habits of Pet Owners in 2010 and Beyond 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 industry;

Pinpoint growth sectors and identify factors driving change;

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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 30 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 and Santiago and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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