

# Forecast Revisit - Will New Developments Alter Prospects for Global Pet Care?

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## Abstracts

The global economy rebounded faster than expected in 2010, but it is expected to slow down again in 2011. However, it remains unlikely that the global pet care market will be adversely impacted as recent experience has shown that it is relatively resilient to recession. That said, recent developments in sovereign debt levels and manufacturer and retailer consolidation could all impact forecast retail sales compared to Euromonitor International's predictions made in June 2010.

Euromonitor International's Forecast Revisit – Will New Developments Alter Prospects for Global Pet Care? 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 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, Santiago and Sydney 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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January 2011

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