

From Gourmet to Grain-free: Innovation in a Resilient Global Pet Care Industry

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Abstracts

Despite persistent global economic uncertainty, pet care continues to see strong retail growth. However, trading conditions have become increasingly competitive, which means that product innovation and segmentation have become even more crucial to achieving long-term success. This global briefing explores the underlying trends and themes driving pet care innovation, highlighting specific examples from around the world that can provide insights on the future direction of the industry.

Euromonitor International's From Gourmet to Grain-free: Innovation in a Resilient Global Pet Care Industry 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.

Contents

Introduction
Trends in Pet Care Innovation
Taste and Flavours
Inventive Packaging
Health and Wellness
Product Segmentation
Pet Products Innovation
Final Conclusions
Report Definitions

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