

# Global Pet Food Shift to Premium Packaging

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## Abstracts

Demand for dog and cat food packaging is rising strongly, with dynamics in pack size influencing pack type choice. An ageing population, declining birth rates and urbanisation drive premiumisation and humanisation in pet food. Brand owners are responding with single-serve packs that are easy to open and store, boosting the popularity of the pouch. Eastern Europe offers good prospects as the most dynamic growth region, but developed markets still offer volume opportunities for packagers.

Euromonitor International's Global Pet Food Shift to Premium Packaging global briefing offers an insight into the size and shape of the packaging market, highlights the effect of emerging geographies, categories and consumer trends on the packaging landscape. It identifies the leading pack types, offers strategic analysis of key factors influencing the packaging market - be they packaging innovations, consumption growth, category switching, economic/lifestyle influences, legislation or environmental issues. Forecasts illustrate how the market is set to change and criteria for success.

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

## Why buy this report?

Get a detailed picture of the Packaging 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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