

Healthy Pets, Happy Owners: Health and Wellness Product Development in Pet Care

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Abstracts

Mimicking trends in the (human) fmcg market, health and wellness has become perhaps the main driver of innovation in pet care. Dog and cat food brands now promise to aid weight management, slow cognitive decline in ageing pets or ape such human dietary trends as paleo and grain- and gluten-free. In pet products, natural ingredients and wellbeing have come to the fore, while electronic gadgets are enabling owners to monitor the activity levels of pets and even play with them remotely.

Euromonitor International's Healthy Pets, Happy Owners: Health and Wellness Product Development in 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 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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