

# Holistic Wellness in Pet Care: Creating Value Through Broader Need States

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## Abstracts

People today are placing focus on the desired outcome of their consumption. In the pet care universe, pet owners are extending this behaviour to their animal companions where consumables across pet food, pet treats and pet supplements are being chosen based on the need state they address. Ranging from the more mature physical and physiological needs to the more nascent emotional and mental needs, this report aims to explore holistic wellness in pets through the lens of need states.

Euromonitor International's Holistic Wellness in Pet Care: Creating Value Through Broader Need States 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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Physical and physiological wellbeing remains a core health need

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