

# Pet Care in the US

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## Abstracts

Against the backdrop of weak pet population growth and a shift to smaller dog breeds, value growth in US pet care was once again driven primarily by rising average unit prices in 2015. As owners continue to humanise their pets, many are looking to integrate their own dietary trends in foods for their companions (such as gluten-free or less processed). This continued to drive strong growth in premium pet foods with natural, grain-free, raw diet or paleo positioning. Outside of food, pet humanisat...

Euromonitor International's Pet Care in USA report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2011-2015, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2020 illustrate how the market is set to change.

**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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