

Pet Care in the US

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Date: May 2016

Pages: 0

Price: US\$ 2,100.00 (Single User License)

ID:

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.

Contents

Executive Summary

Pet Humanisation Drives Growth Again

Supply Chains Come Into Focus

M&a Activity Slows in Pet Food

Ecommerce Emerges in Pet Care

Future Growth Expected

Key Trends and Developments

Innovation Helps Drive Growth Through Higher Prices

Pet Food Supply Chains Come Under Focus

Pet Care Goes Digital

Market Indicators

Table 1 Pet Populations 2011-2016

Market Data

Table 2 Sales of Pet Food by Category: Volume 2011-2016

Table 3 Sales of Pet Care by Category: Value 2011-2016

Table 4 Sales of Pet Food by Category: % Volume Growth 2011-2016

Table 5 Sales of Pet Care by Category: % Value Growth 2011-2016

Table 6 NBO Company Shares of Pet Food: % Value 2011-2015

Table 7 LBN Brand Shares of Pet Food: % Value 2012-2015

Table 8 NBO Company Shares of Dog and Cat Food: % Value 2011-2015

Table 9 LBN Brand Shares of Dog and Cat Food: % Value 2012-2015

Table 10 Penetration of Private Label in Pet Care by Category: % Value 2011-2015

Table 11 Distribution of Pet Care by Format: % Value 2011-2016

Table 12 Distribution of Pet Care by Format and Category: % Value 2016

Table 13 Distribution of Dog and Cat Food by Format: % Value 2011-2016

Table 14 Distribution of Dog and Cat Food by Format and Category: % Value 2016

Table 15 Forecast Sales of Pet Food by Category: Volume 2016-2021

Table 16 Forecast Sales of Pet Care by Category: Value 2016-2021

Table 17 Forecast Sales of Pet Food by Category: % Volume Growth 2016-2021

Table 18 Forecast Sales of Pet Care by Category: % Value Growth 2016-2021

Definitions

Sources

Summary 1 Research Sources

Blue Buffalo Pet Products Inc in Pet Care (usa)

Strategic Direction

Key Facts

Summary 2 Blue Buffalo Pet Products Inc: Key Facts

Summary 3 Blue Buffalo Pet Products Inc: Operational Indicators
Competitive Positioning
Summary 4 Blue Buffalo Pet Products Inc: Competitive Position 2015
Central Garden & Pet Co in Pet Care (usa)
Strategic Direction
Key Facts
Summary 5 Central Garden & Pet Co: Key Facts
Summary 6 Central Garden & Pet Co: Operational Indicators
Competitive Positioning
Summary 7 Central Garden & Pet Co: Competitive Position 2015
Nestlé Purina Petcare Co in Pet Care (usa)
Strategic Direction
Key Facts
Summary 8 Nestlé Purina PetCare Co: Key Facts
Competitive Positioning
Summary 9 Nestlé Purina PetCare Co: Competitive Position 2015
PetSmart Inc in Pet Care (usa)
Strategic Direction
Key Facts
Summary 10 PetSmart Inc: Key Facts
Summary 11 PetSmart Inc: Operational Indicators
Internet Strategy
Company Background
Chart 1 PetSmart Inc: PetSmart in Madison, WI
Private Label
Summary 12 PetSmart Inc: Private Label Portfolio
Competitive Positioning
Summary 13 PetSmart Inc: Competitive Position 2015
Headlines
Trends
Competitive Landscape
Prospects
Category Indicators
Table 19 Cat Owning Households: % Analysis 2011-2016
Table 20 Cat Population 2011-2016
Table 21 Consumption of Cat Food by Prepared vs Non-prepared: % Analysis
2011-2016
Category Data
Summary 14 Cat Food by Price Band 2016

Table 22 Sales of Cat Food by Category: Volume 2011-2016

Table 23 Sales of Cat Food by Category: Value 2011-2016

Table 24 Sales of Cat Food by Category: % Volume Growth 2011-2016

Table 25 Sales of Cat Food by Category: % Value Growth 2011-2016

Table 26 Sales of Premium Cat Food by Category: Value 2011-2016

Table 27 Sales of Dry Cat Food by Life-Cycle: % Value 2011-2016

Table 28 Sales of Wet Cat Food by Life-Cycle: % Value 2011-2016

Table 29 NBO Company Shares of Cat Food: % Value 2011-2015

Table 30 LBN Brand Shares of Cat Food: % Value 2012-2015

Table 31 LBN Brand Shares of Cat Treats: % Value 2012-2015

Table 32 Forecast Sales of Cat Food by Category: Volume 2016-2021

Table 33 Forecast Sales of Cat Food by Category: Value 2016-2021

Table 34 Forecast Sales of Cat Food by Category: % Volume Growth 2016-2021

Table 35 Forecast Sales of Cat Food by Category: % Value Growth 2016-2021

Headlines

Trends

Competitive Landscape

Prospects

Category Indicators

Table 36 Dog Owning Households: % Analysis 2011-2016

Table 37 Dog Population 2011-2016

Table 38 Consumption of Dog Food by Prepared vs Non-prepared: % Analysis
2011-2016

Category Data

Summary 15 Dog Food by Price Band 2016

Table 39 Sales of Dog Food by Category: Volume 2011-2016

Table 40 Sales of Dog Food by Category: Value 2011-2016

Table 41 Sales of Dog Food by Category: % Volume Growth 2011-2016

Table 42 Sales of Dog Food by Category: % Value Growth 2011-2016

Table 43 Sales of Premium Dog Food by Category: Value 2011-2016

Table 44 Sales of Dry Dog Food by Life-Cycle: % Value 2011-2016

Table 45 Sales of Wet Dog Food by Life-Cycle: % Value 2011-2016

Table 46 NBO Company Shares of Dog Food: % Value 2011-2015

Table 47 LBN Brand Shares of Dog Food: % Value 2012-2015

Table 48 LBN Brand Shares of Dog Treats: % Value 2012-2015

Table 49 Forecast Sales of Dog Food by Category: Volume 2016-2021

Table 50 Forecast Sales of Dog Food by Category: Value 2016-2021

Table 51 Forecast Sales of Dog Food by Category: % Volume Growth 2016-2021

Table 52 Forecast Sales of Dog Food by Category: % Value Growth 2016-2021

Headlines

Trends

Competitive Landscape

Prospects

Category Indicators

Table 53 Other Pet Population 2011-2016

Category Data

Table 54 Sales of Other Pet Food by Category: Volume 2011-2016

Table 55 Sales of Other Pet Food by Category: Value 2011-2016

Table 56 Sales of Other Pet Food by Category: % Volume Growth 2011-2016

Table 57 Sales of Other Pet Food by Category: % Value Growth 2011-2016

Table 58 LBN Brand Shares of Bird Food: % Value 2012-2015

Table 59 LBN Brand Shares of Fish Food: % Value 2012-2015

Table 60 LBN Brand Shares of Small Mammal/Reptile Food: % Value 2012-2015

Table 61 Forecast Sales of Other Pet Food by Category: Volume 2016-2021

Table 62 Forecast Sales of Other Pet Food by Category: Value 2016-2021

Table 63 Forecast Sales of Other Pet Food by Category: % Volume Growth 2016-2021

Table 64 Forecast Sales of Other Pet Food by Category: % Value Growth 2016-2021

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 65 Sales of Pet Products by Category: Value 2011-2016

Table 66 Sales of Pet Products by Category: % Value Growth 2011-2016

Table 67 Sales of Pet Healthcare by Type: % Value 2011-2016

Table 68 Sales of Other Pet Products by Type: % Value 2011-2016

Table 69 Forecast Sales of Pet Products by Category: Value 2016-2021

Table 70 Forecast Sales of Pet Products by Category: % Value Growth 2016-2021

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