

Pet Care Packaging: Assessing Key Opportunities for Growth and Innovation

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Abstracts

Global packaging demand in dog and cat food is on track for more growth to 2019. While packaged goods are increasingly favoured over food leftovers in emerging markets, the mature European and North American regions boast some of the best growth prospects; provided innovation allows to add value to the offering. In addition to health positioning and a focus on natural and traceable ingredients, packaging that conveys food freshness and eases convenience will also win the favours of pet owners.

Euromonitor International's Pet Care Packaging: Assessing Key Opportunities for Growth and Innovation 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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