

Pet Humanisation: The Trend and Its Strategic Impact on Global Pet Care Markets

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Abstracts

Pet owners are increasingly treating their cats, dogs and even small mammals like members of their family. The opportunity to commercialise this trend into a vast range of goods and services – from dog beer to cat counselling, from pet weddings to “social networking” – is staggering for the company that can position themselves in such a way to gain credibility among this growing demographic. This global report examines the behaviour and the strategic impact on pet care markets world wide.

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