

Pet Products in New Zealand

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In 2015, pet products continued to experience robust growth at 5% in current value terms. Pet products is expected to continue to experience positive growth over the 2015-2016 period. This will be driven by the increasing importance that pet owners place on their pets. In particular, with low human birth rates, pets are often seen as a replacement for children. Thus, pet owners are willing to spoil their pets with a range of products from health and wellness to accessories and grooming.

Euromonitor International's Pet Products in New Zealand 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: Cat Litter, Other Pet Products, Pet Dietary Supplements, Pet Healthcare.

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 Products 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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