

Premiumisation in The Age of Pet Parenthood

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Date: April 2016

Pages: 52

Price: US\$ 1,325.00 (Single User License)

ID: P304C36C541EN

Abstracts

With a growing number of pet owners around the world now referring to themselves as pet “parents”, consumer demand for everything from grain-free and frozen pet food to such products as licensed clothing and smartphone-controlled electronic toys is exhibiting strong growth. Which products have caught the premium zeitgeist in the pet care market over recent years, how have they done it, and with the premiumisation juggernaut showing no sign of slowing down, how is this trend likely to evolve?

Euromonitor International’s Premiumisation in The Age of Pet Parenthood 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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