

Shifting Market Frontiers: How Emerging Markets Will Reshape Global Pet Care

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Abstracts

Emerging markets are poised for dramatic growth in pet care. This will reshape the global market in three important ways. First, dense urbanisation trends and small living spaces will change the types of pets that people own and the way they care for them. Second, pet humanisation trends will intersect with new cultural paradigms on stray feeding and table scraps. Finally, the retail landscape in many emerging countries is fundamentally different, having “leapfrogged” directly into e-commerce.

Euromonitor International’s Shifting Market Frontiers: How Emerging Markets Will Reshape Global Pet Care 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.

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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