

# Where Will Growth Come From? Emerging Markets in Pet Care

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Date: November 2014

Pages: 53

Price: US\$ 1,200.00 (Single User License)

ID: W9E9B302808EN

## Abstracts

A swelling urban middle class has proven to be fertile soil for pet care sales in emerging markets over recent years, with pet ownership increasingly as local consumers become more Westernised. While an economic slowdown in Brazil and Russia and unrest in Ukraine threatens to hamper pet care sales, there is still considerable scope for growth in markets such as China and India, or smaller ones like Peru and Poland.

Euromonitor International's Where Will Growth Come From? Emerging Markets in 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.

**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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