

## **Pet Products in New Zealand**

Market Direction | 2023-05-09 | 21 pages | Euromonitor

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### **Report description:**

There has been a growing trend in pet parents treating their pets to some luxury with expensive clothing and accessories. While still a niche product area, pet parents are starting to explore fashion trends and ideas for their pets. As pets are essentially part of the family for many pet parents, it makes sense they would want to spend some extra money on their accessories. This category encompasses a variety of products such as a dog's harness, toys, and bedding for the pet. Pet humanisation is...

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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: Cat Litter, Other Pet Products, 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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Euromonitor International  
May 2023

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