

Other Pet Food in the US

Market Direction | 2024-04-24 | 25 pages | Euromonitor

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Report description:

Maintaining the trend from the previous two years, other pet food in the US is set to see slight retail volume decline in 2024, along with current value growth. As pet ownership increasingly becomes a premium commitment, players in other pet food have faced rising challenges adjusting to shifts in ownership trends. Notably, fish ownership has continued to gain traction amongst hobbyists over families and other curious first-time pet owners. The growing presence of petfluencers on TikTok has fuel...

Euromonitor International's Other Pet Food in USA report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Bird Food, Fish Food, Small Mammal/Reptile Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Other Pet Food 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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OTHER PET FOOD IN THE US

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Fish food struggles with volume recovery amidst shift to exotic aquatics

Organic and natural trends in small mammal nutrition

Barriers to ownership challenge bird food, although young consumers flock to creative alternatives, such as pigeons

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Declining pet populations to challenge volume and value growth

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