

Pet Care in the US

Market Direction | 2024-04-24 | 58 pages | Euromonitor

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Report description:

Pet care is set to maintain slow retail volume growth and more dynamic current value growth in the US in 2024. This year, premiumisation has become a sharpening double-edged sword for future growth in pet care. Although premium categories are set to experience resilient consumer demand, slowing population growth has highlighted the downsides to placing a premium on pet ownership. As manufacturers have continued their shift to premium, dwindling economy brand options have left consumers discourag...

Euromonitor International's Pet Care 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: 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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