

## **Pet Products in the US**

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

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### **Report description:**

Pet products is set to maintain current value growth in the US in 2024, with increases across all categories. Healthy ageing has remained a key growth driver across pet care categories. For pet products, this has raised the opportunity for the adoption of human beauty claims across products. For example, catchphrases such as "healthy ageing" have increasingly shifted to "anti-aging" and "age reversing", showcased in product promotions and websites. At the centre of these claims are NAD+ precursor...

Euromonitor International's Pet Products 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: 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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## Table of Contents:

Pet Products in the US  
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### List Of Contents And Tables

#### PET PRODUCTS IN THE US

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Healthy ageing concerns foster cross-industry overlap in product claims

Natural wellness trend challenges growth in over-the-counter flea/tick treatments

Households lean on at-home diagnostics amidst rising veterinary costs

##### PROSPECTS AND OPPORTUNITIES

Ageing pet health trend to fuel the opportunity for dental health products

Use case scenarios for pet tech

Challenges and opportunities for wellness pet products

##### CATEGORY DATA

Table 1 Sales of Pet Products by Category: Value 2019-2024

Table 2 Sales of Pet Products by Category: % Value Growth 2019-2024

Table 3 Sales of Pet Healthcare by Type: % Value 2019-2024

Table 4 Sales of Other Pet Products by Type: % Value 2019-2024

Table 5 NBO Company Shares of Pet Products: % Value 2019-2023

Table 6 LBN Brand Shares of Pet Products: % Value 2020-2023

Table 7 Distribution of Pet Products by Format: % Value 2019-2024

Table 8 Forecast Sales of Pet Products by Category: Value 2024-2029

Table 9 Forecast Sales of Pet Products by Category: % Value Growth 2024-2029

#### PET CARE IN THE US

##### EXECUTIVE SUMMARY

Pet care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for pet care?

##### MARKET INDICATORS

Table 10 Pet Populations 2019-2024

##### MARKET DATA

Table 11 Sales of Pet Food by Category: Volume 2019-2024

Table 12 Sales of Pet Care by Category: Value 2019-2024

Table 13 Sales of Pet Food by Category: % Volume Growth 2019-2024

Table 14 Sales of Pet Care by Category: % Value Growth 2019-2024

Table 15 NBO Company Shares of Pet Food: % Value 2019-2023

Table 16 LBN Brand Shares of Pet Food: % Value 2020-2023

Table 17 NBO Company Shares of Dog and Cat Food: % Value 2019-2023

Table 18 LBN Brand Shares of Dog and Cat Food: % Value 2020-2023

Table 19 □ Penetration of Private Label in Pet Care by Category: % Value 2019-2024

Table 20 □ Distribution of Pet Care by Format: % Value 2019-2024

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Table 21 □Distribution of Pet Care by Format and Category: % Value 2024

Table 22 □Distribution of Dog and Cat Food by Format: % Value 2019-2024

Table 23 □Distribution of Dog and Cat Food by Format and Category: % Value 2024

Table 24 □Forecast Sales of Pet Food by Category: Volume 2024-2029

Table 25 □Forecast Sales of Pet Care by Category: Value 2024-2029

Table 26 □Forecast Sales of Pet Food by Category: % Volume Growth 2024-2029

Table 27 □Forecast Sales of Pet Care by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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