

Pet Supplies - US - June 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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"Pet supply manufacturers and retailers face a challenging environment. Pet ownership is growing primarily on the basis of population expansion rather than historical rises in ownership penetration. Private label brands are also seeing share growth."

- Molly Maier, Health, Household and BPC Category Manager

This report looks at the following areas:

- Market growth stays just ahead of inflation
- Pet ownership stagnant
- Price competition strong: private labels eroding name brand sales

This report primarily covers supplies for household pets including cats, dogs, small animals (hamsters, etc), reptiles, fish, and birds; horse care items are not included. Supplies include, but are not limited to, litter/deodorant, rawhide dog chews, dog/cat supplies (ie grooming, collars, leashes, toys, bedding, feeding equipment, nutritional supplements, and over-the-counter flea and tick treatments), and non-dog/cat supplies (ie indoor aquariums and aquarium accessories, bird cages).

Excluded

from this report are services for pets, such as boarding, grooming, training, and veterinary services; pet food; over-the-counter and prescription medicines; and the actual cost of the animal.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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