

## Pet Supplies - US - June 2014

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

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“Pet supply sales are expected to grow steadily in the coming years. To boost sales and stave off competition from private label and nontraditional marketers, companies must combat concerns regarding product safety, improve pet owner engagement, harness the power of the Millennial mom, and develop lifestyle products that resonate with pet owners.”  
 – Gabriela Elani, Home and Personal Care Analyst

### This report looks at the following areas:

- Combating concerns regarding product safety
- Improving pet owner engagement to drive sales
- Harnessing the referral of the Millennial mom
- Childless households where "fur babies" rule

The majority of households in the US have pets – providing a solid foundation for pet supply sales. In 2014, US retail sales of pet supplies are expected to rise. This growth reflects increased discretionary spending as well as pet owners' response to new product innovation.

In the 2014 report, Mintel identifies opportunities to boost sales and stave off competition from private label and nontraditional marketers by combating concerns regarding product safety, improving pet owner engagement, harnessing the power of the Millennial mom, and developing lifestyle products.

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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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