

Pet Supplies - US - September 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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The pet supplies market reached \$11.4 billion in 2017, a 3% increase from the previous year. The pet humanization trend continues to benefit the market as pet owners are equating their pets' needs and interests to their own. This is generating interest in pet supplies and services that follow consumer trends including natural and safe ingredients, smart technology, and subscription services.

This report looks at the following areas:

- Cat owners less engaged in the market
- Most purchasing narrow range of products
- Engagement declines with age, younger adults active purchasers
- Pet-specific, durability factor strongly into purchase decisions

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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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...owners will be able to communicate with pets

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...pets will eat and sleep better
...and work, travel, and play in comfort

The Consumer – What You Need to Know

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