

Pet Supplies - US - June 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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The pet supplies market is estimated to reach \$25.2 billion in total 2019 retail sales, an increase of 5.6% from 2018. Pet ownership is on the rise, and pet owners' desire to keep their pets healthy and happy is encouraging some of them to increase spend, contributing to market growth.

Interactive product innovations that keep pets active or entertained are an opportunity for brands to boost sales.

- Olivia Guinaugh, Home & Personal Care Analyst

This report looks at the following areas:

- **Pet owners don't see value in all pet technology innovations**
- **Smaller and newer brands struggle to enter pet supplies market**

Thanks to the growing number of pet-owning households in the US, the pet supplies market is estimated to reach \$25.2 billion in total 2019 retail sales, an increase of 5.6% from 2018. Steady sales growth can partially be attributed to pet owners' desire to provide their pets with nothing but the best and healthiest.

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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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