Our services
- Syndicated market research
- Consulting

Expansive network
- On-the-ground researchers in 100 countries
- Complete view of the global marketplace
- Cross-comparable data across every market

Our expertise
- Consumer trends and lifestyles
- Companies and brands
- Product categories and distribution channels
- Production and supply chains
- Economics and forecasting
GLOBAL OVERVIEW

DEVELOPED & EMERGING REGIONS

GLOBAL TRENDS

THE FUTURE
Pet care: Category coverage

Pet Care

Pet Food
- Dog Food
- Cat Food
- Other Pet Food

Pet Products
- Cat Litter
- Pet Dietary Supplements
- Pet Healthcare
- Other Pet Products

Bird Food
Small Mammal/Reptile Food
Fish Food

© Euromonitor International
Dog and cat food: Type and price platform

Pet Food by Type
  - Dog Food
    - Dry
    - Wet
    - Treats
  - Cat Food
    - Dry
    - Wet
    - Treats

Dog Food by Price Platform
  - Economy
  - Mid-Priced
  - Premium

Cat Food by Price Platform
  - Economy
  - Mid-Priced
  - Premium
Global pet care

US$ 104 bn
Pet Care Sales in 2016

3% CAGR
Between 2011-2016

US$13 bn
Incremental Growth
Last 5 years
Pet care: Growing despite economic challenges

Global Spending on Pet Care

USD $100 Bn

Sales (US$, bn)

$0

$20

$40

$60

$80

$100

$120

2011
2012
2013
2014
2015
2016 (p)

Pet Products

Pet Food

Retail Value RSP | US$ mn | Constant 2016 Prices | Fixed 2016 Exchange Rates |
GLOBAL OVERVIEW

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GLOBAL TRENDS

THE FUTURE
Pet Care Sales in 2016:

- US $78bn

CAGR Between 2011-2016:

- 3.4%

Per Household in 2015:

- US $134–$333

Developed Regions
Leading markets

Leading Countries in Developed Regions

- USA
- United Kingdom
- Germany
- France
- Italy
- Australia
- Canada
- Spain
- Netherlands

US$ (billions, 2016)

% CAGR 2011-16 (Fixed E-R)
Pet Care Sales in 2016: US $25bn

4.5% CAGR Between 2011-2016

Per Household in 2015: US $3–$54

Emerging Regions
Leading markets

Leading Countries in Emerging Regions

- **Japan**
- **Brazil**
- **Mexico**
- **Russia**
- **China**
- **South Korea**
- **Taiwan**
- **Chile**

*Argentina and Venezuela excluded due to very high inflation rates
Retail Value RSP | US$ mn | Constant 2016 Prices | Fixed 2016 Exchange Rates*
Global pet food trends

- The pet humanisation phenomenon around the world
- Development and expansion of the natural trend
- Diversification of the consumer base
- Growing role for digital
- Rise of internet retailing
GLOBAL OVERVIEW
DEVELOPED & EMERGING REGIONS
GLOBAL TRENDS
THE FUTURE
Pet growth expected to continue
This is a redacted version. For the full presentation, please email press@euromonitorintl.com.