
Description: U.S. Pet Market Outlook

Humans are passionate about their pets. And to compete in the pet industry, marketers have to be passionate about the pet industry. In 2013-14 some big companies decided they weren't all in and got out, such as P&G and Novartis, while others brought their pet business to a higher level. Del Monte Foods sold off its non-pet business to emerge as Big Heart Pet Brands, while Eli Lilly increased its commitment to animal health.

Packaged Fact's U.S. Pet Market Outlook 2014-2015 – the market research bible of the industry – made the move to an “all-in” level. We reformulated our market sizing to better capture all of the ways pet products are sold and added a host of new data from Packaged Facts' proprietary Pet Owners Survey. Moreover, we analyzed in depth the key trends that are shaping the market: whether M&A, new product, retail, demographic/psychographic, or consumer behavior.

To be fully in the pet market, you need this report.

Combining Packaged Facts' extensive monitoring of the pet market with a proprietary Pet Owner Survey, U.S. Pet Market Outlook 2014-2015 is the go-to source for a complete understanding of the U.S. pet industry. In its 6th edition, the report charts future directions for marketing and retailing along with consumer purchasing patterns across veterinary services, pet food, nonfood pet supplies, and non-medical pet services (such as grooming, boarding, training).

Everything a pet marketer needs to compete in the pet industry can be found in the report, including product category sizing and forecasts, new product activity, retail channel trends including cross-channel shopping vs. shopper loyalty; and analysis of shifts in the needs of today's pet parents. The report tabulates pet product sales channel by channel, using data from sources including IRI, whose Market Advantage service tracks sales in supermarkets, drugstores, mass merchandisers including Walmart, and select club stores, dollar stores and military commissaries; GfK, which tracks pet specialty stores, veterinary clinics and farm/feed stores; and SPINS, Inc., whose SPINSscan service tracks sales in the natural supermarket channel and in the specialty gourmet supermarket channel. Supplementing Packaged Facts' exclusive Pet Owner Survey is an extensive analysis of Simmons' Fall 2013 National Consumer Study, which is based on approximately 25,000 adult respondents surveyed from October 2012 through November 2013, as well as previous Simmons surveys for historical trending. The report is therefore rich with numerical tables and charts, photographs of new products and advertising, and screen shots and other images across key channels.

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