U.S. Equine Market, 2nd Edition

Description:

It's been a tough few years for the U.S. equine industry. The recession took its toll, and horse ownership levels dropped, causing a decline in the market for equine products (4% annually since 2009, Packaged Facts found).

But in our new report, U.S. Equine Market, 2nd Edition, Packaged Facts finds reasons for hope for the equine world. With the largest horse population of any country in the world, the U.S. (and in particular states such as Kentucky and Oklahoma) relies on the equine industry for a vital economic impact. Growing interest in natural horsemanship techniques and products, as well as continued R&D efforts to develop new feed and supplements targeting equine-specific health issues, are additional positive signs that the equine market has not disappeared. As the economy slowly recovers, things should be looking up for this industry.

U.S. Equine Market, 2nd Edition highlights strategic directions for current and prospective marketers, with a forward-looking focus on high-growth product segments and market drivers. The report provides a comprehensive overview of the market, covering cross-market trends and opportunities through 2017 in both equine supplies and services. It thoroughly reviews competitive, new product and retail trends, as well as trends in equine owner demographics.

The report estimates the size and composition of this market and forecasts growth trends. It also tracks the major marketers participating in the equine market and provides a bird's eye view of the major equine services. Highlights include the impact of the recession and economic recovery; recent mergers and acquisitions; advertising and promotional trends including cause marketing; green initiatives; specialty diet products; condition-specific feeds and supplements; and non-traditional equine services such as equine massage and acupuncture. Dozens of images of equine products and consumer ads are included.

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