Canadian Pet Market Outlook, 2nd Edition

Description:
Strong pet food sales, continued humanization trends, and rising interest from pet owners in non-medical pet services all aligned in 2014 to produce a Canadian pet market with its highest growth in the last five years. A sluggish veterinary services category stood in stark contrast, with its continued decline in visits by pet owners. Continued uptake of premium and superpremium products of non-medical pet services will drive sales in the Canadian pet market to $9.2 billion by 2019.

With a primary focus on products for dogs and cats, but also extending to other types of small companion animals, the 2015 edition Canadian Pet Market Outlook report examines the market from every angle. The report includes a historical (2009–2014) and forecasted (2015–2019) analysis of all pet product and service sales, as well as a breakout of the pet food, pet products, veterinary services, and non-medical pet services categories. Featuring exclusive Packaged Facts pet owner survey data, the report also analyzes key trends affecting the marketplace, trends driving growth, and consumer demographics.

What You'll Get in This Report

Canadian Pet Market Outlook provides and recommendations regarding the future of the pet market in Canada, contrasts drivers and sales in the Canadian and U.S. pet markets, and pinpoints ways current and prospective players can capitalize on current trends and spearhead new ones. No other market research report provides both the comprehensive analysis and extensive data Canadian Pet Market Outlook offers. Plus, you'll benefit from extensive data, presented in easy-to-read and practical charts, tables, and graphs.

Report Methodology

The information in Canadian Pet Market Outlook is based on primary and secondary research. Primary research entailed interviews with companies, distributors, and retailers to obtain information on new product and packaging trends, marketing programs, distribution methods, and technological breakthroughs. Secondary research entailed data gathering from relevant sources, including consumer and industry publications, newspapers, government reports, company literature, and corporate annual reports. Sales estimates for packaged products draw on data from Statistics Canada and figures reported by publicly traded marketers of pet products and services and the business and trade press. Consumer findings are derived from Packaged Facts' proprietary survey conducted in May 2014 exclusively for this report, providing current data on consumers' purchasing habits, preferences, and perspectives.

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