Pet Food in the U.S., 12th Edition

Description:

Drawing on more than 20 years of experience in analyzing the pet food industry as well as Packaged Facts' broad cross-category expertise, Pet Food in the U.S., 12th Edition pinpoints strategic directions for current and prospective marketers, with a forward-looking focus on high-growth product segments and market drivers. Covering products for all type of companion animals, the report devotes separate chapters to Dog Food, Cat Food, and Other Pet Food (birds, small animal, fish, and reptiles), while also providing a comprehensive Market Overview covering cross-market trends and opportunities. Among these: recent and expected mergers and acquisitions; private-label pet food; advertising and promotional initiatives; the impact of natural products on the industry; specialty diet products; and much more.

The report provides market size estimates for the overall retail universe and projections through 2018, while quantifying mass-market sales to the marketer/brand share level using data from IRI and the specialty channel through GfK. It also charts market size and marketer share figures for the natural and specialty/gourmet supermarket channels, using SPINSscan sales tracking data. In sum, Pet Food in the U.S., 12th Edition thoroughly documents competitive, new product and retail trends, as well as trends in pet food purchaser demographics, brand preferences, cross-channel shopping, and cross-product purchasing. Consumer profiling is based on exclusive data from the quarterly pet owners surveys and customized cross tabulations of Simmons consumer survey data from Experian Marketing Services.

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