**U.S. Pet Market Outlook, 2016-2017**

**Description:**
The future of the pet industry continues to look bright. The industry picked up the pace in 2015, compared to 2014 when sales were not as strong. And the outlook for 2016 and beyond looks even better, as warm weather across the U.S. is sure to perk up sales. Changes are also in the air in terms of market dynamics. Private equity has shown considerable interest in pet retail, with a host of investments in the major players – including PetSmart, Petco and Pet Supermarket. The veterinary channel is also seeing changes, including acquisitions from Mars PetCare and VCA. Services, both veterinary and non-medical, have been moving across channels, as more retailers offer grooming, boarding, training and veterinary clinics.

U.S. Pet Market Outlook 2016-2017 features all new survey questions from Packaged Facts proprietary Pet Owner Survey, the latest in market sizing and projections, demographic trends among both pet owners and pets, new product trends and marketing developments. The report has everything you need to know about mergers and acquisitions, retail channel trends and spending habits. Our coverage includes the latest in pet food trends – from exotic proteins to food toppers – as well as insights into pet supplies.

With Packaged Facts' extensive monitoring of the pet market our report is the go-to source for a complete understanding of the U.S. pet industry. In its 8th edition, the report evaluates current trends and future directions for marketing and retailing, along with consumer patterns across the full spectrum of the market, including veterinary services, pet food, nonfood pet supplies, and non-medical pet services (grooming, boarding, training, etc.). The report forecasts market size and growth for each category; examines new product activity; surveys retail channel trends including cross-channel shopping vs. shopper loyalty; and analyzes trends and 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; food sales in the pet specialty, farm/feed and veterinary channels from GfK; 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 National Consumer Studies, which is based on approximately 25,000 adult respondents surveyed annually. The report contains dozens of numerical tables and charts, as well as numerous photographs of new products, advertising, screen shots and other images across key channels.

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