Natural, Organic, and Eco-Friendly Pet Products in the U.S., 6th Edition

Description:

This report focuses on dog and cat products specifically formulated and marketed as natural, organic, and/or eco-friendly (NOEF). It groups the products into two classifications—pet food and pet care—with the latter encompassing all non-food dog and cat supplies including litter, grooming products, clean-up products, beds, toys, supplements, OTC health remedies, and assorted other products. Unless otherwise noted, the term “natural” as used throughout this report is inclusive of organic products, which form a distinct subset of products within the natural pet products market. From a qualitative perspective, the report also covers “ethical” marketing themes frequently associated with natural, organic, and eco-friendly, including corporate responsibility in the form of sustainable or “green” business practices.

This report does not cover “inherently natural” products such as bird seed, small animal litter, and “natural treats” for dogs (rawhide chews, pigs ears, etc.), which are fully covered in other reports, including Pet Food in the U.S., 12th Edition (March 2016) and Pet Supplies in the U.S., 10th Edition (September 2015).

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