U.S. Equine Market, 3rd Edition

Description:
This report analyzes U.S. equine market trends during the 2012-2016 period, overall and for two major categories: supplies (including feed) and services. An overall market forecast is provided for year 2020. The report examines the most important developments shaping the market and their implications, including internal and external market drivers, industry trends (legislation, marketing, new product development, etc.), competitive and retail channel trends, and trends in equine ownership. Although this report focuses on consumer-driven trends, it also analyzes trends across the entire equine industry to provide perspective and insight.

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