

# World Market for Pet Care

June 2023

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## INTRODUCTION

### Scope

Examining five trends shaping pet care

## STATE OF THE INDUSTRY

The return to offices and high inflation hamper the pet care market

Among other consumer goods, pet care is growing fast from a small base

Cat food driving pet food market growth

Convenience and urbanisation drive the demand for cats and small dogs

Cat food sales are driving the pet care market in the majority of the global regions

Pet care products for cats are expected to grow the fastest over the forecast period

North America dominates pet care sales while Asia Pacific and Latin America are growing fast

Producers are targeting small dogs living in apartments with limited activities

Chinese market is playing catch-up with the US market in absolute growth terms

E-commerce: The key channel in the pet care market grows the fastest

## LEADING COMPANIES AND BRANDS

Leading companies are reinforcing their positions in the pet care market

Two main players in the pet care market are gaining shares

Small Chinese companies are being boosted while General Mills benefits from acquisitions

## TOP FIVE TRENDS SHAPING THE INDUSTRY

Examining five trends shaping pet care

## TOP FIVE TRENDS SHAPING THE INDUSTRY

High costs raise the prices and make consumers search for extra benefits

Responding to declining purchasing power, consumers tend to trade down

Premium pet food is losing its strong growth pace but keeps its leading position

Humanisation of pets drives sales for premium products

Humanisation is driving human-like products, treats and mixers

Pet owners are searching for human-like services for their pets

Functional ingredients benefit from increasing awareness of preventative pet care

Healthy claims are expanding in pet food bringing additional value

New processing methods contribute to the development of premium pet food

Omnichannel combines advantages of online and offline purchases

E-commerce contributes to the development of emerging markets

E-commerce and subscription services increase personalisation

Environmental concerns among consumers drive sustainable pet care products

Alternative proteins and sustainable ingredients are gaining ground in pet food

Pet owners are looking for sustainable packaging to reduce their environmental footprint

## MARKET SNAPSHOTS

Global snapshot of cat food

Global snapshot of dog food

Global snapshot of other pet food

Global snapshot of pet products

Regional snapshot: Asia Pacific

Regional snapshot: North America

Regional snapshot: Latin America

Regional snapshot: Western Europe

Regional snapshot: Middle East and Africa

Regional snapshot: Eastern Europe

Regional snapshot: Australasia

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