

Competitor Strategies in Pet Care

November 2022

Table of Contents

INTRODUCTION

Scope

Key findings

COMPETITIVE ENVIRONMENT OVERVIEW

Companies at a glance

Industry dependence

Granularity of growth

Top two at a safe distance but potential to further erode their share

Emerging vs developed

North America principal battleground for top pet care players

Greater consolidation in pet products than in pet food

Little dependence diversity

Fast growth in domestic markets

STRATEGIES

Market expansion: Jack of all trades...or master of one?

Market expansion: Cat population growth presents further opportunities for players

Market expansion: Strong foothold from local players in promising Asian region

Premiumisation: An engine of growth, but value sales increments to be eroded

Premiumisation: Pet healthcare potential pushes leaders to innovate

Premiumisation: Major brands grow ethical and sustainable claims portfolios

Inflationary pressure: Pet care industry resilient but not resistant

Inflationary pressure: Consumer response vs company strategy

CONCLUSION

Strategies to follow

Prospects

APPENDIX

Projected company sales: FAQs (1)

Projected company sales: FAQs (2)

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/competitor-strategies-in-pet-care/report.