

PET CARE

Passport Pet Care is the leading online database for strategic, corporate and marketing planning. It delivers an unrivalled level of research and analysis for pet food and pet care products in 54 countries worldwide. It offers intuitive navigation to millions of statistics and reports, helping you make clear, confident decisions.

 EUROMONITOR
INTERNATIONAL



RESEARCH APPLICATIONS

Companies around the world rely on Passport to develop and expand business opportunities, answer critical tactical questions and influence strategic decision making.

MANUFACTURERS

- » Align corporate strategy to the outlook and growth potential of the market
- » Benchmark and track competitors
- » Inform marketing, brand, product and sales functions

SUPPLIERS

- » Explore the full range of potential manufacturer clients
- » Follow key consumer trends, opportunities and threats
- » Inform value chain strategy across ingredients, packaging, distribution and retailing

RETAILERS

- » Analyse the prepared gap for pet food and explore market opportunities
- » Examine distribution trends to maximise channel revenue
- » Inform procurement, logistics and shopper profiling

INTERACTIVE DATABASE

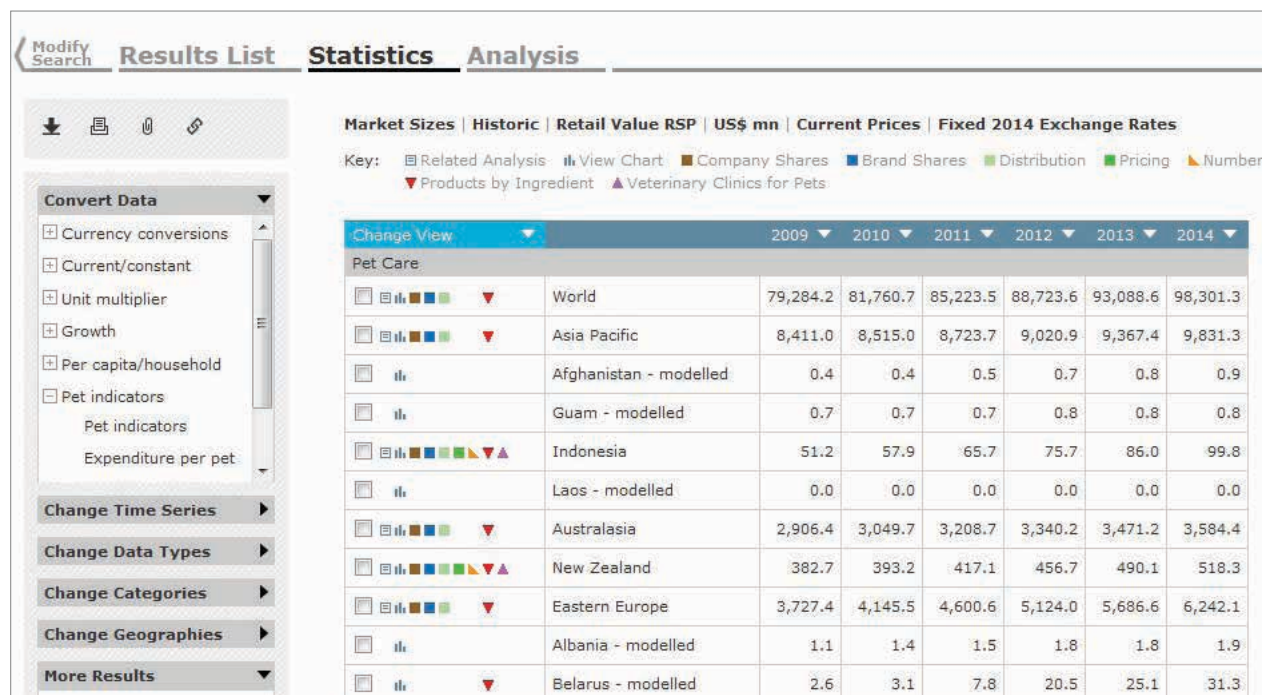
115 million internationally standardised statistics reveal emerging opportunities and future directions.

STANDARDISED COVERAGE

» Consistent category and channel definitions

MARKET SIZES

- » 16 years of comparable data
- » 5 year forecasts
- » 11 years of historic data
- » Volume and value sales
- » Values sales at retail and manufacturer selling prices



COMPANY AND BRAND DATA

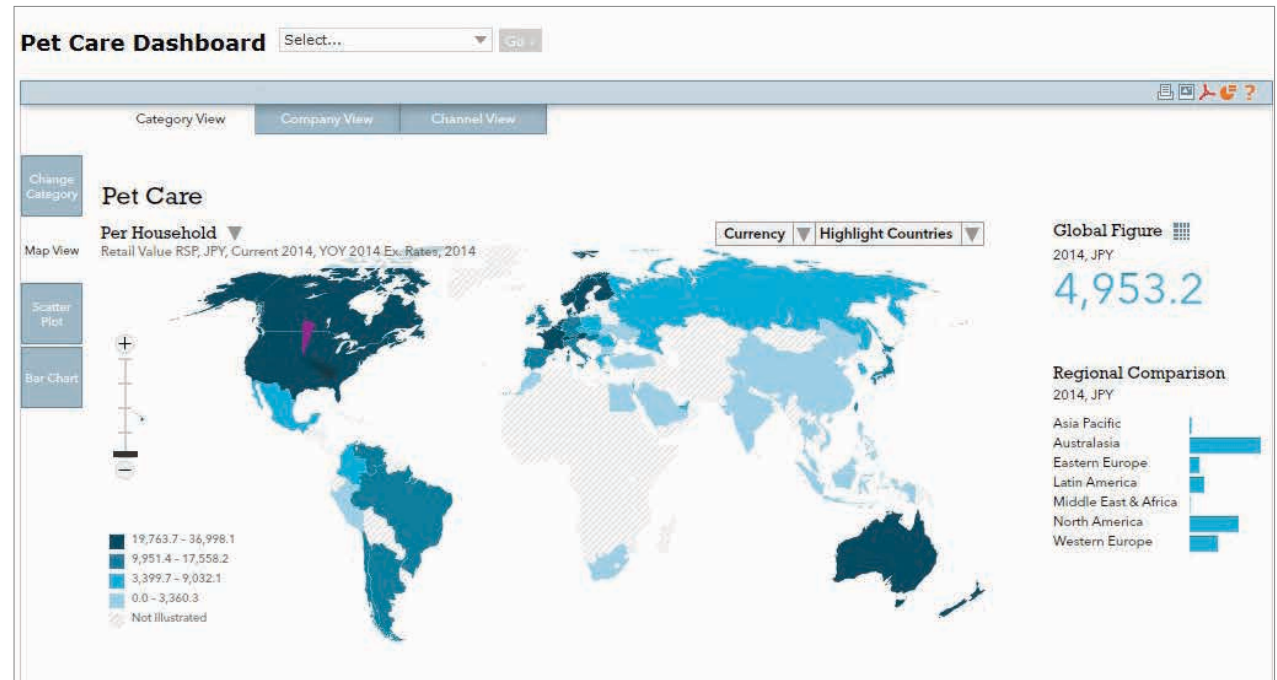
- » Company and brand shares, sales volume and ranking
- » Company data by global brand owner and national subsidiary / licensee
- » Brand data by global brand name and local brand name

ADDITIONAL DATA

- » Channel sales analysis
- » Prepared gap ratio for dog and cat food
- » Pet population
- » Number of vets by country
- » Expenditure per pet
- » Pet ownership

INSIGHTFUL ANALYSIS

In-depth and timely analysis helps you understand the scale and direction of industry trends.



DASHBOARDS

- » Deliver a visual representation of category, company and channel performance to reveal future opportunities and threats
- » Analyse data on a global, regional and country level

GLOBAL REPORTS

- » Bi-monthly briefings on the latest market trends, new product activity and emerging growth sectors examine the market from a global and regional perspective
- » Published in PowerPoint for easy integration into your presentations and company reports

COUNTRY REPORTS

- » Analyse key trends and developments in 54 national markets for all product categories, competitors and channels

COMPANY PROFILES

- » Evaluate the market position and financial performance of the leading national and international players

GEOGRAPHIC COVERAGE

Passport Pet Care offers detailed cross-country comparable analysis of markets worldwide.

We research Pet Care in:

AFRICA AND THE MIDDLE EAST

EGYPT
ISRAEL
MOROCCO
SAUDI ARABIA
SOUTH AFRICA
UAE

ASIA PACIFIC

CHINA
HONG KONG, CHINA
INDIA
INDONESIA
JAPAN
MALAYSIA
PHILIPPINES
SINGAPORE
SOUTH KOREA
TAIWAN
THAILAND
VIETNAM

AUSTRALASIA

AUSTRALIA
NEW ZEALAND

EASTERN EUROPE

BULGARIA
CZECH REPUBLIC
HUNGARY
POLAND
ROMANIA
RUSSIA
SLOVAKIA
UKRAINE

LATIN AMERICA

ARGENTINA
BRAZIL
CHILE
COLOMBIA
MEXICO
PERU
VENEZUELA

NORTH AMERICA

CANADA
USA

WESTERN EUROPE

AUSTRIA
BELGIUM
DENMARK
FINLAND
FRANCE
GERMANY
GREECE
IRELAND
ITALY
NETHERLANDS
NORWAY
PORTUGAL
SPAIN
SWEDEN
SWITZERLAND
TURKEY
UNITED KINGDOM

CATEGORY COVERAGE

We monitor and analyse industry trends in Pet Care globally, from the “big picture” down to specific category levels.

Categories in Pet Care include:

CAT FOOD

CAT TREATS AND MIXERS

- Cat mixers
- Cat treats

DRY CAT FOOD

- Premium dry cat food
- Therapeutic dry cat food
- Non-Therapeutic dry cat food
- Mid-priced dry cat food
- Economy dry cat food

WET CAT FOOD

- Premium wet cat food
- Therapeutic wet cat food
- Non-Therapeutic wet cat food
- Mid-priced wet cat food
- Economy wet cat food

DOG FOOD

WET DOG FOOD

- Premium wet dog food
- Therapeutic wet dog food
- Non-Therapeutic wet dog food
- Mid-priced wet dog food
- Economy wet dog food

DRY DOG FOOD

- Premium dry dog food
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DOG TREATS AND MIXERS

- Dog mixers
- Dog treats

OTHER PET FOOD

BIRD FOOD

FISH FOOD

SMALL MAMMAL / REPTILE FOOD

PET PRODUCTS

CAT LITTER

DIETARY SUPPLEMENTS

HEALTHCARE

OTHER PET PRODUCTS

AS A CLIENT YOU WILL RECEIVE

A CUSTOMISABLE SYSTEM

Passport allows you to create a customised homepage profiling content relevant to your business needs. Set up an RSS feed and a weekly email alert to ensure you do not miss our latest industry, country and company analysis, podcasts and videocasts.

DEDICATED ACCOUNT MANAGEMENT

Your personal account manager is always available to help with specific research queries and set up personalised training sessions, ensuring you get the most out of the system. Passport can be fully networked throughout your company, allowing you to save searches and share insights.

Home

Search Statistics
Select a category and jump directly to country rankings.

☒ Industries
☐ Countries & Consumers

Choose industry

Select category...

Go

Find Analysis
Quickly find relevant analysis on a topic and country.

☒ Industries
☐ Countries & Consumers

Choose industry

Select geography

Go

Explore Dashboards
Select a dashboard for a visual and interactive way to understand high-level trends.

Choose group

Select

Launch

Saved Research
Access your saved searches and content.

My Downloads
Access any previously downloaded content.

In Focus: Are There Profits to Be Made at Asia Pacific's Bottom of the Pyramid?
Opinion | 27 May 2015

An Hodgson
Income & Expenditure Manager

Multinationals interested in doing business in Asia Pacific often look into targeting the region's burgeoning middle class because middle-class consumers are generally less complicated to reach, thus requiring less alteration to the corporations' usual ways of doing business. It is, however, noteworthy that the majority of households in this region remain at the so-called "bottom of the

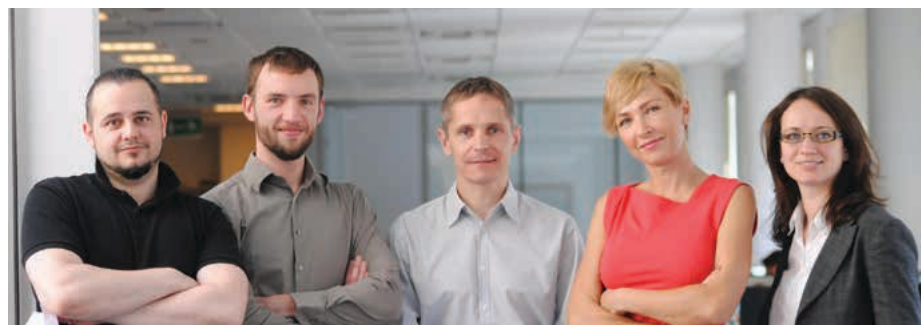
DID YOU KNOW?

Amongst the fastest growing hotel brands over 2009-2014, Chinese brands take up the top 4 spots

In 2019 Mexico will be ranked 8th globally in retail tissue volume sales

Fast casual value in the US grew at 5

Passport Home is personalised to suit your needs.



Euromonitor International Business Development Account Management team, Vilnius office.

OTHER SERVICES

Euromonitor International is dedicated to delivering quality market intelligence, enabling informed business decisions.



EUROMONITOR CONSULTING

Euromonitor International offers a full range of custom qualitative and quantitative research services. We undertake work for clients across a broad spectrum of market sectors including fast-moving consumer goods, industrial, business-to-business and service industries.

We have a network of more than 800 field-based analysts worldwide. Our global research network allows us to meet the needs of large multinational clients as well as local companies.

RELATED PASSPORT CONTENT

The following content is available in Passport and can be integrated with your Pet Care subscription:

- » Economies and Consumers
- » Home Care
- » Ingredients
- » Packaged Food
- » Packaging
- » Retailing

CONTACT US

REQUEST A DEMO

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FOR MORE INFORMATION ABOUT PET CARE:

www.euromonitor.com/pet-care

SOCIAL MEDIA

