

Pet Food - US - August 2017

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The pet food market continues to make steady, slow gains, especially the treats market, reflecting the importance pet owners place on pampering and care. Pet owners increasingly look for food that aligns with their own personal dietary preferences and beliefs. In addition, the pet food retail landscape is shifting as more pet owners shop online looking for greater convenience and better prices.

This report looks at the following areas:

- Slow, steady growth continues
- Pet specialty and mass merchandisers lead the pack
- Apart from price, motivations similar for specialty and online shoppers

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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