

BRIC Pet Care Part 1: How Will Emerging Markets Shape the Industry?

EXECUTIVE SUMMARY

The global pet care industry has proven remarkably resilient to lingering economic uncertainty. This is true not only of established pet care markets such as the USA, but also for the likes of Brazil, Russia, India and China. More importantly, many of the same industry trends and opportunities are driving retail performance as BRIC consumers become pet 'parents'. While it remains questionable whether the BRICs will drive the global pet care market of the future, industry players must not be idle

What this report includes

Up-to-the minute analysis of the latest trends in the industry

New product development, forecasts and other themes

Unique graphics and illustrated case studies

Most recent brand and company news

New insight into the size and shape of the market

Fonte: <http://www.euromonitor.com/bric-pet-care-part-1-how-will-emerging-markets-shape-the-industry-/report>