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U.S. Pet Market Focus: Mass Market Channel Shoppers

SAMPLE

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Supermarkets as Pet Category Competitors

“Supermarket” vs. “Food Store” Terminology

In this chapter and throughout this report, the term **“supermarkets”** is used in a general sense and in reporting Simmons Market Research and Packaged Facts survey data on shoppers. The term **“food store”** is used specifically in reporting Packaged Facts pet market dollar sizing, with this classification excluding supercenters such as Walmart and Target, as well as natural food supermarket chains such as Trader Joe’s or Whole Foods.

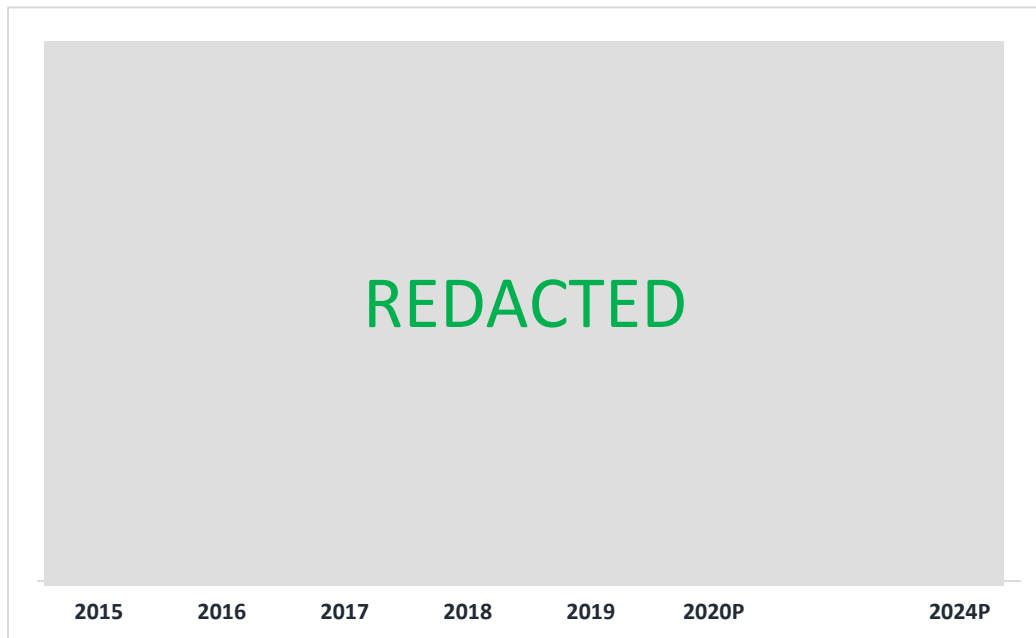
Channel Sales Performance

The food store channel accounted for \$X.X billion in pet product sales in 2019, or XX% of the market total, with this channel defined as excluding discount operators such as Walmart and Target and natural food supermarket chains such as Whole Foods and Trader Joe’s.

With supermarkets challenged by e-commerce competition but benefiting from trends including “mass premiumization”—whereby popular superpremium brands such as Blue Buffalo are now available through grocery stores—Packaged Facts projects a X.X% compound annual growth rate (CAGR) for food store sales of pet products over the 2019-2024 period, for an increase to \$X.X billion in sales—roughly in step with the X.X% CAGR projected for retail pet products overall. [Figure 3-1]

Figure 3-1

U.S. Retail Sales of Pet Products Through Food Stores, 2015-2020P and 2024P
(in billions of dollars)



P = projected

Source: Packaged Facts

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