

SIZING THE MARKET

Euromonitor elevated our client's market position by sizing and forecasting value sales and brand shares associated with leading sustainability claims and identifying opportunities to win.

Challenge

With sustainability becoming one of the most important innovation areas in the pet care industry, a leading industry player sought to further improve its market position identifying opportunities to win in selected markets by sizing and forecasting the market for products with sustainability claims.

Approach

Euromonitor supported the client by providing current and forecast market sizes and brand shares for products with leading sustainability claims across pet care categories within key markets. This involved:

- » Mapping of Euromonitor e-commerce SKU tracking tool, versus client's own SKU-level sales dataset to ensure robust and granular market sizing.
- » Tracking competitive landscape over time in terms of competitors with sustainable pet food products.
- » Delivering a dynamic BI dashboard addressing client focus areas, designed for regular updates.



Impact

By supporting our client in understanding the market opportunity for sustainable pet care products, our work enabled our client to:

- » Identify priorities and therefore make significant improvements in their sustainable pet food positioning.
- » Anticipate future growth areas and prompt questions around portfolio strategy, product design, marketing and communications to feed into their vision for future growth.
- » Assess the full potential of their sustainability efforts to better inform strategic decisions in terms of allocating investments across markets and categories.

29% global growth in the number of SKUs with sustainable packaging claims in pet care in 2021

Source: Euromonitor International