

Markets

- 14** Pet products are among the goods with the highest proportion of private labels.
- 16** New study from GlobalData looking at the pet-owner ratio.

Distribution

- 17** Tierkönig is a new pet retail player in Austria.
- 18** The pet retail chain Das Futterhaus celebrates its 30th anniversary.
- 20** Amazon builds a head of steam in US retailing

Benelux states

- 22** The growth rates of pet products are higher in Belgium than in the Netherlands.

Suppliers

- 28** Big house fair at Trixie.
- 30** Lily's Kitchen is one of the fastest-growing private businesses in the UK.
- 32** The UK-based company Long Paws designs its own range of outdoor gear for active pets and their owners.
- 34** Solid Gold is a pioneer of natural pet food in the USA.

Cat food

- 36** The cat food category is a billion dollar market.
- 38** Treats drive sales growth in Europe.
- 40** Leading pet supplies retailers talk about their cat food business.
- 42** New products at a glance.

Events

- 48** Visitors to Pats Telford can expect a busy show.
- 50** International trade fairs and other events in 2017/2018.

Headings

- 3** Comment
- 6** News
- 50** New products
- 51** Publishing information



14 Although private labels are very significant in the European pet product business, their importance varies considerably between countries, according to the PLMA.



18 The German-based pet retail chain Das Futterhaus, which has opened over 330 stores in Germany and Austria, is not only successful but also very popular.



22 Pets are very popular with the natives of all Benelux states. Nevertheless, the Benelux countries still exhibit marked differences, according to the latest market data.



36 Cats are very choosy creatures. When it comes to their food, felines have a mind of their own, much to the dismay of the pet food industry as a whole.

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