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## Pet Accessories Market UK 2011-2015

### New AMA report reviews the pet accessories market

This report reviews the pet accessories market which comprises housing, bedding & feeding products, toys, care products and collar, leads & utility products. The market is highly fragmented and competitive, and worth over £650 million at retail selling prices (RSP) in 2010. Demand for pet accessories is influenced by pet ownership levels, types of pet and demand for more convenient products - and has generally been considered a resilient market to economic downturns, though 2010/11 have proved more difficult years.

A brief summary of the report is included on the following page.

Priced at £665, the report is currently available from AMA Research Ltd, Telephone 01242 235724 or e-mail at [sales@amaresearch.co.uk](mailto:sales@amaresearch.co.uk).

#### **Editors Note:**

Attached is a summary of the report. Please use brief extracts if you wish, **but we would request that references to company market shares are not published without our prior permission.**

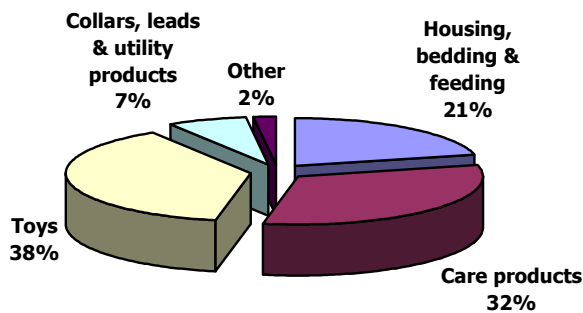
If you would like to receive an editorial review copy or would like to speak to an author of this report, please contact Andrew Hartley or Chris Moore on (01242) 235724.

Please include our web address and telephone number on any review printed, it would also be appreciated if a copy of the review could be forwarded to AMA Research. Thank you.

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## Pet Accessories Market - UK 2011-2015

### UK Pet Accessories Market - Product Mix by Value 2011



AMA Research has published a new report covering the pet accessories market. The report provides a comprehensive analysis of the market, with forecasts of future prospects up to 2015. Pet accessories are part of the overall UK pet market which was valued at £4.9 billion at RSP in 2010. The pet accessories market accounts for an estimated 16% of this overall market, valued at approximately £659 million at RSP in 2010.

Pet accessories includes toys (accounting for around 38% of the market), care products (32%), housing, bedding & feeding (21%) and collars, leads & utility products (7%) and 'others' accounting for the remaining 2%.

The market is generally less affected by adverse economic conditions than many other consumer products which is, in part, due to pet owners' unwillingness to compromise on their pets. However, the extent of the current economic turmoil has led to an unprecedented impact on the market, significantly slowing growth in 2010/11. As well as the prevailing economic environment, the pet accessories market is influenced by pet ownership levels, types of pet and demand for more convenient products.

Toys continue to dominate the pet accessories market, with dog toys the largest sector at around 40% of the market. Whilst volume sales have fallen slightly in recent years, some pet owners have upgraded to more durable products and the sector continues to benefit from product innovation..

Care products has benefited from a wider distribution of flea and worm treatments which now account for over 40% of the sector. Higher demand for aquarium & vivarium products has also boosted the sector, although the decline in ownership of small animals has reduced demand for small animal bedding.

Housing, bedding and feeding equipment accounts for around 20% of the overall market and sector has seen differing performances of its sub-sectors during the recession, with aquariums (particularly nano tanks), vivariums and dog cages seeing growth and now accounting for over 25% of this sector, whilst hutches and feeding equipment have been negatively impacted over the period.

The collars, leads and utilities products sector has lost share in recent years as pet owners put off replacing these items or opt for cheaper products as well as a decline in the muzzle sector.

The pet accessories market is highly fragmented in terms of suppliers, product ranges and distribution structures. Manufacturers have entered the market from differing backgrounds which has prevented any company from getting a dominant foothold in all product sectors, which maintains the diverse range of companies operating in the market.

Pet superstores continue to account for the largest share in terms of the distribution of pet accessories at around 35%, with independent pet stores being important distributors, although their share has declined in recent years. Growing channels include the grocery multiples and the Internet, benefiting from consumer preference for convenience shopping.

AMA Research's report "**Pet Accessories Market – UK 2011 - 2015**" is available in hard copy or electronic format for £665 and can be ordered online at [www.amaresearch.co.uk](http://www.amaresearch.co.uk) or by calling 01242 235724.