



SECTOR: **PETCARE**

Corporate & brand communications quarterly report

The **\$150bn** global Petcare market is dominated by a group of consumer goods companies who are more associated with other sectors. **Nestlé, Mars International, J.M.Smucker, General Mills** and **Colgate-Palmolive** have large pet care divisions alongside their other Food, Beverage and Personal Care businesses. Their combined global pet care sales exceeded **\$30bn** in 2019.

Consumers, investors and governments expect genuine action on sustainability from companies: their impact on the environment and social concerns, as well as, ensuring the necessary governance to safeguard a sustainable future. It is essential for brands to place their sustainability activities firmly in the hearts and minds of their customers and develop the right communications channel to promote them.

What exactly are they saying and how do they compare to one another?

For more information, contact

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Our research and analysis gives you a detailed view of the leading players in this sector and their sustainability communication strategy at corporate brand level:

- **claims and brand positioning**
- **which brands are aligning with which initiatives**
- **volume of activity on social platforms**
- **how they rank against each other**

Armed with SusMon's Petcare sector report, you will be easily able to understand the priorities of the key players. Those in the market can identify competitor threats, spot opportunities and develop a differentiated social strategy.

Deploying a social-first strategy, brands are entering into two-way conversations with consumers on a wide range of sustainability topics, from local social initiatives to leadership at the corporate brand level.

Available Reports

For individual subscribers, reports are delivered in PDF format:

Petcare Sector Corporate & Brand Communications Quarterly Report - \$1,500 per quarter

For enterprise access, reports are available to download across your organization via a login to our reports database. Please contact us for more info.



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