



Pet Market Trends

Innovation Report

2024



MARKET OVERVIEW

Introduction

The pet accessories market is a dynamic and fast-growing segment of the pet industry, catering to the well-being, comfort, and style of pets. As pet ownership continues to rise, the demand for pet accessories has surged intended to improve the convenience, security, and general wellbeing of pets. The market offers a wide variety of items, from collars and leashes to pet clothing, beds, toys, and grooming tools.

Size and Growth:

The pet accessories market is a robust and continuously expanding sector, market size was USD \$20.510 billion in 2022 and is expected to reach USD \$32.290 billion in 2028, exhibiting a CAGR of 7.9% during the forecast period.

Segments:

The pet product market is characterized by a wide range of segments, including pet food, toys, accessories, grooming products, healthcare, and pet tech. These segments are tailored to meet the unique needs and preferences of pet owners.

Trends:

Key trends in the pet product market include a growing emphasis on natural and organic pet food, as consumers seek healthier options for their furry friends. The integration of technology, such as smart collars and pet monitoring devices, is also on the rise, enabling pet owners to better care for their animals. Additionally, sustainable and eco-friendly pet products have gained traction, aligning with the broader trend of environmentally conscious consumer choices. Overall, the market continues to evolve to meet the evolving demands of pet owners and their desire to provide the best for their beloved companions.





MARKET TRENDS

MARKET DATA

Knowing which are your key competitors is essential in understanding what sells well and how you can potentially differentiate your product.



TECHNOLOGY

Technology is being integrated into all levels of products, from bottles which track water intake to GPS/fitness trackers, smart interactive toys and feeders



ORGANIC & ECO-FRIENDLY

Trends in sustainable and natural materials continue to rise with an emphasis on pet health and wellness



SUBSCRIPTION SERVICES

With E-Commerce booming, subscription renewal of consumables both branded and generic continues to increase with rising demands for convenience



LUXURY MARKET

The luxury pet market is one of the largest growing sectors, with state of the art fitness monitors to jewelry and fashion items from top designers



CUSTOMISATION

Personalisation continues to expand from selectable names & colours through to customisable toys specific to a pet's preferences, or foods & consumables blended for particular needs



Finding the Gembah

LEADING BRANDS

MARKET DATA

Knowing which are your key competitors is essential in understanding what sells well and how you can potentially differentiate your product.



TECHNOLOGY

Furbo - Smart Dog camera, see talk and toss treats remotely including 2 way audio
PetSafe - Scoop-free self cleaning cat litter box with odour elimination
Whistle - Whistle go GPS Tracker and activity monitor



ORGANIC & ECO-FRIENDLY

Earth Animal - No-Hide Chews are an eco-friendly alternative to traditional rawhide chews
Castor & Pollux - Organic foods and consumables made free from artificial preservatives, colours and other additives



SUBSCRIPTION SERVICES

BarkBox - Curated box of toys and treats delivered monthly
MeowBox - Monthly box of toys, treats and games
Farmers Dog - Fresh Human-grade dog food tailored to your pets specific needs



LUXURY MARKET

Louis Vuitton - Monogram canvas dog carrier
Dior - Pet harness
Prada - Pet collar
Gucci - Canvas pet carrier
Tiffany - Dog collar



CUSTOMISATION

Chewy - Customised pet portraits utilising different styles and backgrounds
Pride Bites - Customized dog products
Shutterfly - Custom pet sized photo blankets



MARKET ANALYSIS

LEADING OPPORTUNITIES

We typically form targeted Product category insights & analysis, whereas below we have reviewed the whole baby category for a range of opportunities..

	Search Terms	Overall Score	Buyer Demand	Competition Opportunity	Investment Sweet Spot	Revenue Potential	Search Volume	Launch Budget	Avg. Price	Avg. Revenue (Top 50 Monthly)	
1	Dog Bed	50	100	0	0	100	926,806	\$150,000	\$23.19	\$502,647	Opportunity
2	Lint Roller	61	100	33	33	76	427,467	\$55,800	\$13.38	\$173,157	
3	Cat Bed	54	100	19	14	84	430,200	\$80,700	\$21.44	\$113,011	
4	Dog Toy	53	98	17	23	75	108,291	\$69,600	\$9.64	\$93,648	
5	Automatic Cat Feeder	58	93	22	26	89	203,707	\$65,600	\$52.03	\$82,090	
6	Cat Tree	60	95	26	29	90	819,949	\$60,700	\$41.72	\$73,177	Opportunity
7	Dog Leash	56	100	15	34	74	267,066	\$54,200	\$13.24	\$54,663	Opportunity
8	Cat Brush	64	98	23	66	67	119,938	\$25,300	\$10.40	\$32,542	
9	Slow Feeder Dog Bowls	68	94	29	78	69	160,070	\$19,800	\$15.56	\$23,336	
10	Dog Buttons Talk	72	72	49	98	68	23,938	\$11,900	\$26.66	\$18,226	
11	Dog Paw Cleaner	70	85	43	93	57	84,254	\$14,200	\$16.46	\$14,887	
12	Dog Water Bottle	63	79	27	93	52	37,108	\$10,700	\$14.15	\$14,330	

Dog beds continue to receive the largest monthly revenue bolstered by high sales volumes and a wide range of sales prices. There is significant room for new innovation with no one brand dominating the market and innovative aesthetics driving customer selection. Cat Trees also offer an excellent opportunity with both high search volume and good conversion rates, similarly modularity and aesthetic appeal drives demand for new options. Dog Leashes by comparison is a very stale segment, there are many competitors all with very similar products sometimes competing with novel ancillary features, there is huge opportunity for a "Best" option with the premium segment of the market not catered for.



G E M B A H

Pet Market Opportunities

Concepting Examples

2024

DOG BED

KEY COMPETITORS

MARKET DATA

Knowing which are your key competitors is essential in understanding what sells well and how you can potentially differentiate your product.

	Top 5 Products	Selling Price	Monthly Sales	Monthly Revenue	Reviews	Rating	LINK
1	Bedsure Orthopedic Dog Bed for Medium Do...	\$39.99	40,454	\$1,617,755	32542	4.6	https://www.amazon.com/dp/B089QXMQKK
2	Calmng Dog & Cat Bed, Anti-Anxiety Donu...	\$24.99	18,489	\$462,040	27363	4.6	https://www.amazon.com/dp/B08M5J8JMN
3	MidWest Homes for Pets Plush Pet Bed O...	\$10.99	12,259	\$134,726	78130	4.5	https://www.amazon.com/dp/B003D7LCTA
4	Bedsure Dog Beds for Small Dogs - Round ...	\$19.99	10,601	\$211,914	9545	4.6	https://www.amazon.com/dp/B08CZ8T8B3
5	Asvin Small Dog Bed for Small Dogs, Cat ...	\$19.99	4,342	\$86,797	5060	4.5	https://www.amazon.com/dp/B08S3564FL

Key Factors Driving Competition:

- **Product quality:** Ensuring durability and comfort
- **Design innovation:** Offering unique and attractive designs
- **Price competitiveness:** Providing affordable options
- **Eco-friendly materials:** Incorporating sustainable materials
- **Customization options:** Allowing customers to personalize their Dog Beds





COMPETITOR MATRIX

Targeted Product Niche

The innovative Dog Bed product in focus caters to customers seeking a premium option with a target price range of \$40 to \$100. It offers unique features such as memory foam support, temperature-regulating technology, and a customizable cover.

The product appeals to pet owners who prioritize their dogs' comfort and are willing to invest in a durable and luxurious sleeping solution.

	Name	Selling Price	Rating
1	Bedsure Orthopedic Dog Bed for Medium Do...	\$39.99	4.6
2	Calming Dog & Cat Bed, Anti-Anxiety Donu...	\$24.99	4.6
3	MidWest Homes for Pets Plush Pet Bed O...	\$10.99	4.5
4	Bedsure Dog Beds for Small Dogs - Round ...	\$19.99	4.6
5	Asvin Small Dog Bed for Small Dogs, Cat ...	\$19.99	4.5



PRODUCT CONCEPT

The final concept is entirely unique and fundamentally informed by market data on what has sold best and solves for what is most disliked in reviews. The ultimate new concept for the category.

DOG BED

Introducing a pioneering canine comfort solution that enhances relaxation. Seamlessly blending sophisticated aesthetics with advanced functionalities such as orthopedic foam unique piped design and memory foam PU cushion, promoting better sleep and overall well-being. The machine-washable outer cover ensures easy maintenance, while flocked side walls add luxury and coziness. Crafted with premium materials, the dog bed not only provides durability but also boasts a chic aesthetic.

Key Features:

- Unique Piping design
- Machine washable outer cover
- Memory foam PU Cushion
- Flocked side walls





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DOG BED CONCEPTS

DEVELOPMENT FAST-TRACK

For each product opportunity, we develop five concepts with shortlisted factories to start your journey.



Dog Bed

- Unique Piping design
- Machine washable outer cover
- Memory foam PU Cushion
- Flocked side walls



CONCEPTS 2-5 UNLOCKED IN OPPORTUNITY REPORT

CAT TREE

KEY COMPETITORS

MARKET DATA

Knowing which are your key competitors is essential in understanding what sells well and how you can potentially differentiate your product.

	Top 5 Products	Selling Price	Monthly Sales	Monthly Revenue	Reviews	Rating	LINK
1	Yaheetech 54in Cat Tree Tower Condo Furn...	\$29.99	9,610	\$288,204	29329	4.6	https://www.amazon.com/dp/B0794T79KM
2	Xin Three Layer Cat Tree with Cat Condo ...	\$39.99	9,104	\$364,069	5177	4.3	https://www.amazon.com/dp/B09576SLY9
3	BestPet 54in Cat Tree Tower for Indoor C...	\$22.99	7,931	\$182,334	8706	4.1	https://www.amazon.com/dp/B0BBGHDPX9
4	HOOPET cat Tree,27.8 INCHES Tower for In...	\$27.99	6,696	\$187,421	4628	4.3	https://www.amazon.com/dp/B098JL48RQ
5	Newest Cat Tree with Cat Condo and Big H...	\$39.99	4,765	\$190,552	2811	4.2	https://www.amazon.com/dp/B084Y2WS2C

Key Factors Driving Competition:

- **Durability and sturdiness:** Cat trees that are built to withstand energetic cats.
- **Versatility:** Products that offer a variety of scratching surfaces, perches, or hiding spots.
- **Easy assembly:** Cat trees that can be easily put together without extensive tools or expertise.
- **Space-saving designs:** Compact cat trees suitable for smaller living spaces.
- **Aesthetic appeal:** Stylish and modern designs to complement home decor.



1



2



3



4



5



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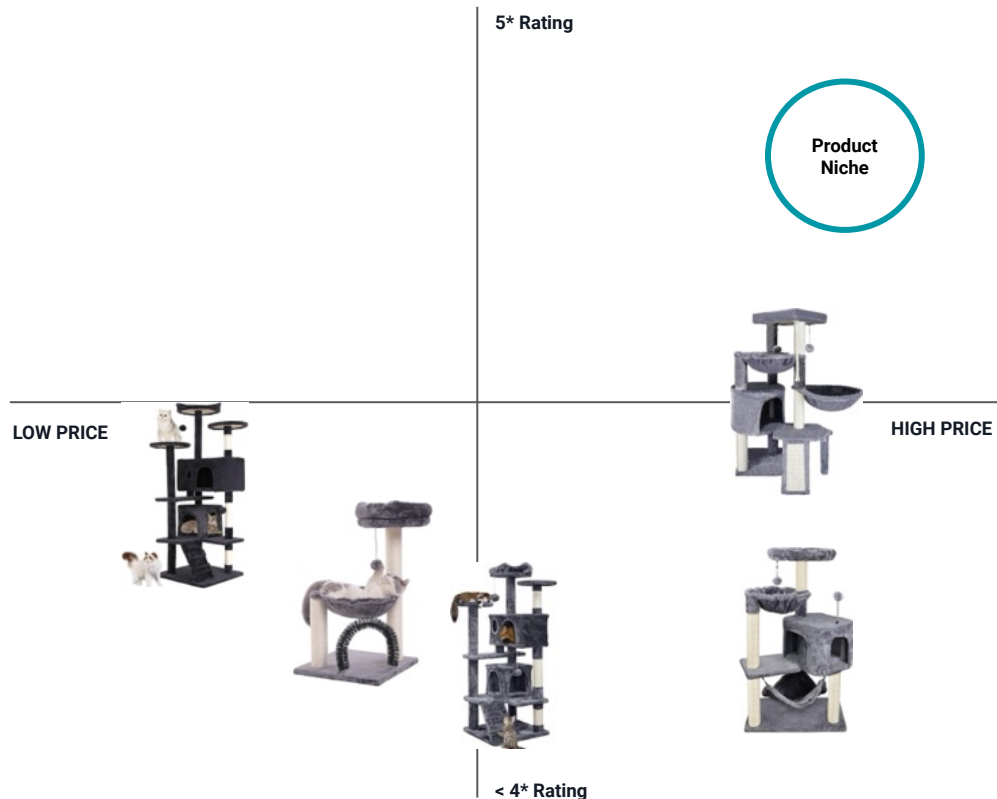
COMPETITOR MATRIX

Targeted Product Niche

Target price: \$100-\$200

Features: Sturdy construction, multi-level design, scratching posts, condos, and interactive toys. Suitable for medium to large-sized cats. Compact for small living spaces.

	Name	Selling Price	Rating
1	Yaheetech 54in Cat Tree Tower Condo Furn...	\$29.99	4.6
2	Xin Three Layer Cat Tree with Cat Condo ...	\$39.99	4.3
3	BestPet 54in Cat Tree Tower for Indoor C...	\$22.99	4.1
4	HOOPET cat Tree,27.8 INCHES Tower for In...	\$27.99	4.3
5	Newest Cat Tree with Cat Condo and Big H...	\$39.99	4.2



Finding the Gembah

PRODUCT CONCEPT

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CAT TREE

This modern cat tower offers a sleek and functional space for your cat's exploration and play. With internal levels for climbing, scratch-resistant material and strategically placed holes for easy movement, this tower seamlessly combines practicality with an understated design that complements any room. The assembly is easy, and maintenance is a breeze with removable, washable components. Give your feline friend a stylish haven to indulge their instincts with this space-saving and durable cat tower.

Key Features:

- Scratch proof
- Multi level access
- Modern Aesthetic





Finding the Gembah

CAT TREE CONCEPTS

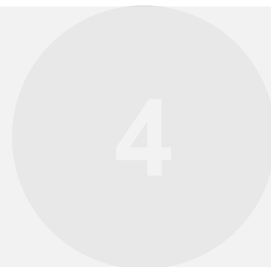
DEVELOPMENT FAST-TRACK

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Cat Tree

Scratch proof
Multi level access
Modern Aesthetic



CONCEPTS 2-5 UNLOCKED IN OPPORTUNITY REPORT

DOG LEASH

KEY COMPETITORS

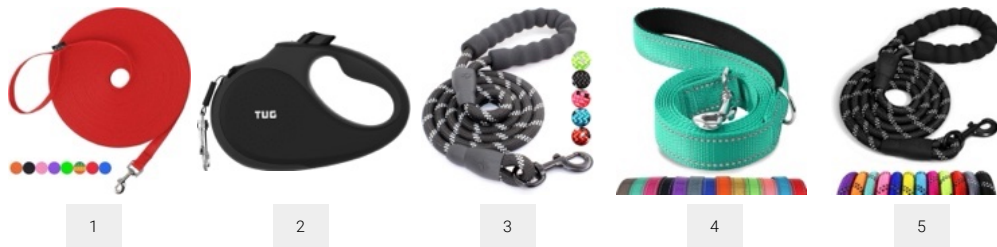
MARKET DATA

Knowing which are your key competitors is essential in understanding what sells well and how you can potentially differentiate your product.

	Top 5 Products	Selling Price	Monthly Sales	Monthly Revenue	Reviews	Rating	LINK
1	Hi Kiss Dog/Puppy Obedience Recall Train...	\$9.97	16,945	\$168,942	52173	4.5	https://www.amazon.com/dp/B07XNY59FX
2	TUG 360° Tangle-Free Retractable Dog Lea...	\$20.99	16,854	\$353,765	97504	4.5	https://www.amazon.com/dp/B09BYJBUBL
3	BAAPET 2/4/5/6 FT Dog Leash with Comfort...	\$8.89	16,117	\$143,280	76636	4.6	https://www.amazon.com/dp/B078MYFT8D
4	Joytale Double-Sided Reflective Dog Leas...	\$7.99	15,248	\$121,832	18694	4.7	https://www.amazon.com/dp/B087TDYZNR
5	Taglory Rope Dog Leash 6 FT with Comfort...	\$8.79	13,358	\$117,417	18995	4.7	https://www.amazon.com/dp/B099WM7ZT7

Key Factors Driving Competition:

- **Durability:** Ensuring the leash withstands outdoor activities and dog behavior
- **Safety:** Providing features to prevent leash breakage or accidental release
- **Comfort:** Designing ergonomic handles and materials for both dogs and owners
- **Convenience:** Incorporating features like retractability or hands-free options
- **Design:** Offering aesthetically pleasing and stylish leash options





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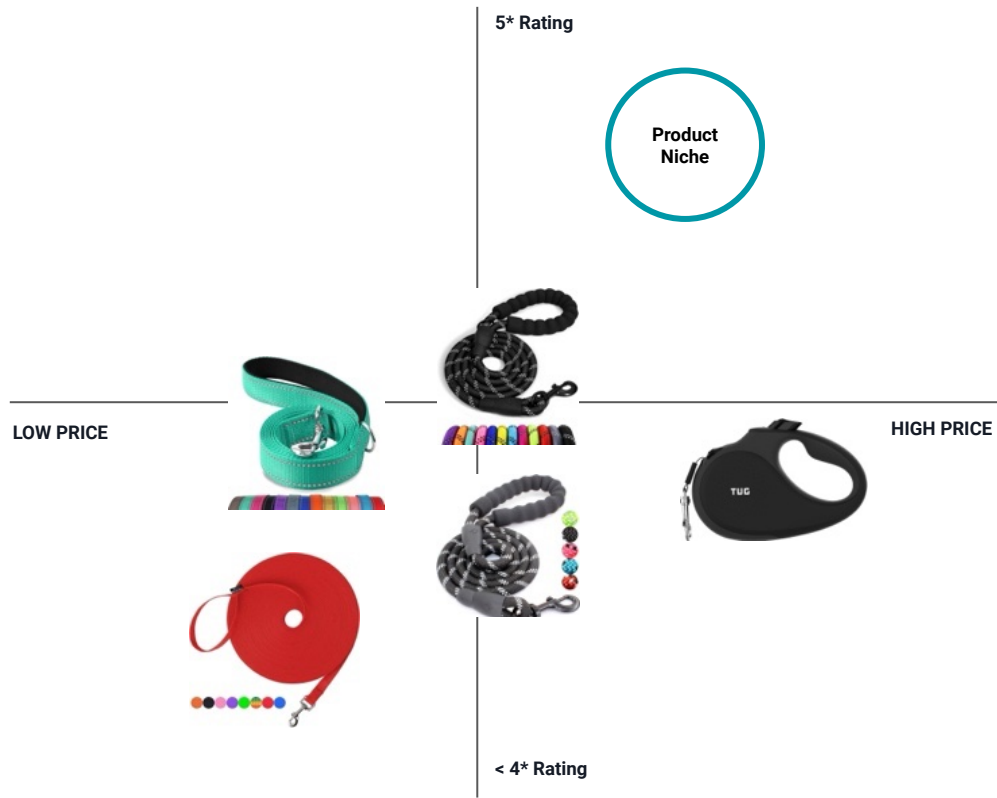
COMPETITOR MATRIX

Targeted Product Niche

The innovative Dog Leash product caters to the niche of dog owners who prioritize both functionality and style. It offers premium features like an adjustable length, sturdy construction, ergonomic handle, and unique designs.

Priced slightly higher than standard leashes, it attracts buyers who are willing to invest in a high-quality product that combines durability, comfort, and aesthetics.

	Name	Selling Price	Rating
1	Hi Kiss Dog/Puppy Obedience Recall Train...	\$9.97	4.5
2	TUG 360° Tangle-Free Retractable Dog Lea...	\$20.99	4.5
3	BAAPET 2/4/5/6 FT Dog Leash with Comfort...	\$8.89	4.6
4	Joytale Double-Sided Reflective Dog Leas...	\$7.99	4.7
5	Taglory Rope Dog Leash 6 FT with Comfort...	\$8.79	4.7



PRODUCT CONCEPT

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DOG LEASH

A sophisticated blend of functionality and style for both you and your canine companion. The easy-access thumb retract button ensures seamless control, allowing you to effortlessly adjust the leash length. The soft-touch handle has an ergonomic handle offering a comfortable grip, reducing strain on the owner's hand provides comfort during every walk. Chrome accents add a touch of elegance. Elevate your dog-walking experience with this leash, where convenience meets luxury for both you and your four-legged friend.

Key Features:

- Easy access thumb retract button
- Soft touch handle
- Chrome accents
- Ergonomic Grip





Finding the Gembah

DOG LEASH CONCEPTS

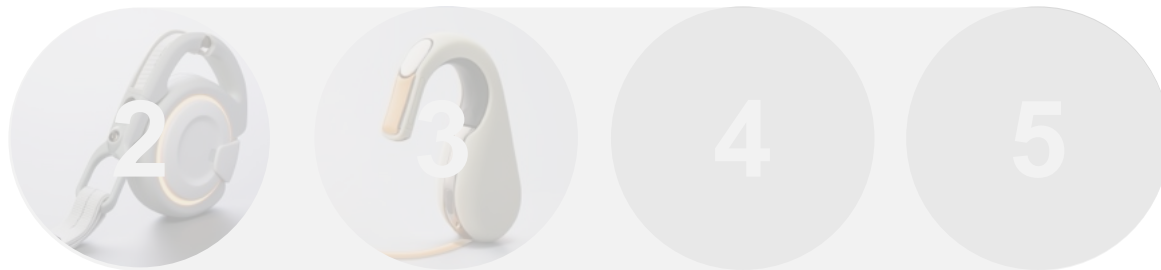
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Dog Leash

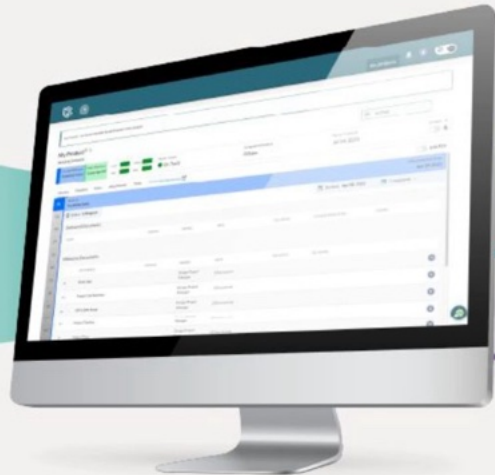
- Easy access thumb retract button
- Soft touch handle
- Chrome accents
- Ergonomic Grip



CONCEPTS 2-5 UNLOCKED IN OPPORTUNITY REPORT

A Collaboration Platform & Marketplace for Product Creation

Our global collaboration platform and marketplace makes it easy for any business to manage product development, sourcing, and logistics. Gembah connects Customers to Experts and Partners and helps orchestrate their collaboration to get new products to market with ease.



GEMBAH.COM





The Problem

It's hard to find your next product to launch confidently.





Our Solution

We have everything you need to
define & launch your next product.

Market & key competitor data
Insight-informed concepts
Global team to execute
2000+ factories / 600+ designers

Finding the Gembah

WHY GEMBAH

GEMBAH ADVANTAGE

Our network of design experts and vetted factories, enables us to uniquely get your next product to market with the best chance of success.



Save >50% **Development Costs**

Our Early POR gets your amazing viable concepts in record time and for a fraction of the cost.



Reduce **Time to market**

By combining factories with designers to collaborate and bring your product to market in record time.



Use our **Vetted Network**

We have 2000+ factories & 600+ designers in our network, who we know and you can trust.



Collaborative **Integrated Process**

Our platform & regional representation means you have the development edge in getting your product to market.

CLIENT PROJECTS



Proven Performance

We are in the business of delivering amazing results for world leading brands. Lets get your new product idea to market together!

OUR CUSTOMERS

We have and continue to partner with some of the world's leading brands, helping them get the competitive edge, come and join us.





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Let's start a Product together!