



Freedonia Focus Reports  
US Collection

# Pet Clean-Up & Odor-Control Products: United States

May 2016



## Highlights

### Market Overview

Market Size and Composition | Pet Clean-Up and Odor-Control Market Drivers  
Cat Litter and Accessories | Dog Waste Management Products  
Pet Clean-Up and Odor-Control Products

### Companies Cited

### Resources

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## ABOUT THIS REPORT

### Scope & Method

This report forecasts US retail sales of pet clean-up and odor-control products in US dollars to 2020. Total sales are segmented by category in terms of:

- cat litter and accessories
- dog waste management products
- pet clean-up and odor-control sprays and concentrates.

This report does not cover small animal litter used for bedding and/or grazing, nor pet grooming products such as shampoos and coat fresheners. The report focuses on products targeting dogs and cats but also gives some consideration to general-market products used for pet clean-up and odor control.

To illustrate historical trends, total sales and the various segments are reported at five-year intervals for 2010 and 2015.

This report quantifies trends in various measures of growth. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

A full outline of report items by page is available in the [Table of Contents](#).

### Sources

*Pet Clean-Up & Odor-Control Products: United States* (FF90044) is based on [Pet Litter, Clean-Up, and Odor-Control Products: US Market Trends](#), a comprehensive industry report published by Packaged Facts in May 2016.

The information contained in this report was obtained from primary and secondary research. Primary research includes national online consumer polls of US adult pet owners (age 18+) conducted on an ongoing basis by Packaged Facts, to measure purchasing patterns and attitudes with regard to pet products and services. With a sample size of approximately 2,000, these surveys are based on national online research panels that are census representative on the primary demographic measures of age, gender, geographic region, race/ethnicity, and household income. Our primary research also includes interviews with pet market experts; participation in pet industry

events including the American Pet Products Association's Global Pet Expos (through 2016); and other meetings and forums relevant to the pet products industry. Packaged Facts also conducts on-site examination of retail and service provider venues and extensive Internet canvassing of the activity of pet product manufacturers, distributors, and retailers.

Our estimates of market size and company performance are based on reported revenues of pet product manufacturers and retailers; Information Resources' (IRI) multi-outlet (MULO) data, which tracks sales in supermarkets, drugstores, mass merchandisers (including Walmart), and wholesale clubs; surveys of independent and chain pet store retailers; government data; and figures from other market research sources. Our analysis of retail channel trends and pet product usage trends relies on the Packaged Facts proprietary pet owner surveys noted above, and on cross-tabulations of consumer survey data compiled by Simmons Market Research in its Simmons National Consumer Studies. On an ongoing basis, Simmons conducts booklet-based surveys of a large and random sample of consumers who in aggregate represent a statistically accurate cross-section of the US population.

Specific sources and additional resources are listed in the [Resources](#) section of this publication for reference and to facilitate further research.

## Industry Codes

The topic of this report is related to the following industry codes:

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
325998	All Other Miscellaneous Chemical Product and Preparation Mfg	0752	Animal Specialty Services, Except Veterinary
424990	Other Miscellaneous Nondurable Goods Merchant Wholesalers	2899	Chemicals and Chemical Preparations, NEC
453910	Pet and Pet Supplies Stores	5149	Groceries and Related Products, NEC
812910	Pet Care (except Veterinary) Services	5199	Nondurable Goods, NEC
		5999	Miscellaneous Retail Stores, NEC

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## RESOURCES

### Packaged Facts

[www.packagedfacts.com](http://www.packagedfacts.com)

*Pet Litter, Clean-Up, & Odor-Control Products: US Market Trends, May 2016* [see report contents](#)

### The Freedonia Group

[www.freedoniagroup.com](http://www.freedoniagroup.com)

#### Related Industry Studies

3424 *Industrial & Institutional (I&I) Cleaning Chemicals*, June 2016 [see study contents](#)

3407 *World Specialty Silicas*, April 2016 [see study contents](#)

3391 *Silicones*, March 2016 [see study contents](#)

3368 *Specialty Silicas*, January 2016 [see study contents](#)

#### Related Focus Reports

*Pet Food: United States* [see report contents](#)

*Pet Food Packaging: United States* [see report contents](#)

*Pet Medications: United States* [see report contents](#)

*Silicones: United States* [see report contents](#)

*Specialty Silicas: United States* [see report contents](#)

*World Specialty Silicas* [see report contents](#)

#### Freedonia Custom Research

[see capabilities](#)

### Trade Publications

*DVM360* [www.dvm360.com](http://www.dvm360.com)

*Pet Age* [www.petage.com](http://www.petage.com)

*Pet Business* [www.petbusiness.com](http://www.petbusiness.com)

*Pet Product News* [www.petproductnews.com](http://www.petproductnews.com)

*Progressive Grocer* [www.progressivegrocer.com](http://www.progressivegrocer.com)

*Supermarket News* <http://supermarketnews.com>

*Veterinary Practice News* [www.veterinarypracticenews.com](http://www.veterinarypracticenews.com)

### Agencies & Associations

American Kennel Club [www.akc.org](http://www.akc.org)

American Pet Products Association [www.americanpetproducts.org](http://www.americanpetproducts.org)

American Veterinary Medical Association [www.avma.org](http://www.avma.org)

Bureau of Labor Statistics – Consumer Expenditure Survey [www.bls.gov/cex](http://www.bls.gov/cex)

Information Resources [www.iriworldwide.com](http://www.iriworldwide.com)

Simmons National Consumer Survey [www.simmonssurvey.com](http://www.simmonssurvey.com)

United States Census Bureau [www.census.gov](http://www.census.gov)

United States Food and Drug Administration [www.fda.gov](http://www.fda.gov)

United States International Trade Commission [www.usitc.gov](http://www.usitc.gov)

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