

PRODUCT POSITIONING ANALYSIS

Euromonitor recommended the right approach to reach pet owners by understanding their perceptions about sustainability and the current product offering in the market, to identify gaps and transform them into growth opportunities.

Challenge

The client, strongly committed to improving their sustainable products, wanted to ensure local units understood the topic appropriately and defined the right strategies. In some developing countries the concept of sustainability was not widely acknowledged, therefore asking consumers was key.

Approach

Euromonitor used a multi-source methodology to capture consumer perspective on sustainability, as well as the current offer from main industry players:

- » To identify the main sustainability claims, brands, certifications and packaging, Euromonitor leveraged its VIA tool, combined with visits to stores in several countries. Company websites and social media pages of pet food players and other relevant industries were also analysed to understand how companies are communicating and positioning sustainable products.
- » To collect pet owners' understanding, acceptance and expectations about sustainable products, Euromonitor launched a consumer survey targeting different consumer segments.
- » Euromonitor's In-house database Passport was used to identify the main players, trends and general market dynamics.



Impact

The client was able to redefine its communication strategy by identifying the right sustainability claims that would meet pet owners' expectations. Euromonitor developed a set of actionable recommendations with immediate to long-term steps to be taken to win in the sustainability space.