



General Mills Inc in Pet Care

December 2022

Table of Contents

Scope

Executive summary

General Mills continues closing the gap on JM Smucker

General Mills' global footprint

General Mills continues to have an overwhelming reliance on the US market

Organic growth remains strong, with the Nudges acquisition also boosting group sales

Pandemic serves to speed up the digitalisation of distribution channels

General Mills aiming for Net Zero by 2050

Rising prices could test the income elasticities of pet owners

US dog food will dominate new sales for General Mills in 2021-2024

Little movement expected in the rankings, with General Mills remaining in fifth place

General Mills recording strong growth, but Mars and Nestlé continue to lead pet care

Sale of its Natural Balance brand reduces JM Smucker's overlap with General Mills

What price expansion beyond North America?

Nudges arrives to provide Blue Buffalo with some support

General Mills has a cross-industry presence

North America accounts for the overwhelming majority of General Mills' sales

Cat food has slightly greater importance in Canada than the US

General Mills set for expansion with the leading all-natural pet food brand in the US

Blue Buffalo launches Buddies app to help communication among and with its customers

General Mills sets out its commitment to Net Zero in its Global Responsibility Report

Executive summary

Projected company sales: FAQs (1)

Projected company sales: FAQs (2)

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/general-mills-inc-in-pet-care/report.