

# From Sustainability to Purpose: Mapping the Opportunity in Pet Care

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Key findings

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Sustainability offers significant opportunities within pet care

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Trends in tension: sustainable packaging and pet humanisation

Trends in tension: sustainable packaging and pet humanisation (cont.)

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Disruptors in sustainability: becoming a purpose-driven brand

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Disruptors in sustainability: becoming a purpose-driven brand

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Conclusion: opportunities and challenges in sustainable pet care

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About Via Online Tracking from Euromonitor International

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