

Global Pet Toys Market Size study & Forecast, by Product (Plush Toys, Rope and Tug Toys, Balls, Chew Toys, Squeaky Toys, Interactive Toys, Others), by Pet Type (Dogs, Cats, Birds, Others), by Material Type (Rubber, Cotton, Nylon, Plastic, Others), by Type (Non-Edible, Edible), By Size (Small, Medium, Large) By Price Range (Economy (Below US\$10), Mid-Range (USD10 - USD25), Premium (Above USD25)) By Distribution Channel (Wholesalers/Distributors, Supermarkets/Hypermarkets, Convenience Stores, Multi-Brand Stores, Online Retailers, Pet Specialty Stores) and Regional Analysis, 2023-2030

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Abstracts

Global Pet Toys Market is valued at approximately USD 2.69 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 7.4% over the forecast period 2023-2030.

Pet toys are items designed to entertain, stimulate, and provide exercise and mental enrichment for pets, primarily dogs and cats, although there are also toys for birds, small animals, and other pets. These toys come in a variety of shapes, sizes, and materials, catering to different animals' needs and preferences. Moreover, growing urbanization and rising household disposable spending are anticipated as the growth drivers of this market. Furthermore, the growing e-commerce platforms and emerging global market drive the growth of the market during the forecast period of 2023-2030.

E-commerce platforms offer a vast array of pet toys from various brands and sellers. Pet owners have access to a more extensive selection of toys, including unique and niche products that may not be available in local brick-and-mortar stores. This wide variety caters to different pet preferences and owner tastes. According to the United Nations Population Fund in 2022, Urbanization is rapidly increasing worldwide, with the global population projected to reach 5 billion by 2030, mostly living in cities. Africa and Asia experience significant urbanization, leading to global social, economic, and environmental changes. This trend is driven by the rapid growth of urban populations. In relation to the Pet Toys Market, this urbanization presents opportunities as more people in cities own pets, increasing the demand for pet toys to meet their needs. According to the Organization for Economic Co-operation and Development (OECD) in 2021, Household spending differs among countries. In the United States, annual spending is around USD 15,902,575 million, while in India, it's approximately USD 5,676,662 million. These variations highlight the importance of understanding consumer behaviors and market dynamics in different regions. For the Pet Toys Market, it is crucial to consider these differences to effectively reach and engage consumers in various countries. However, changing consumer preferences and competition from substitute products is going to hamper the growth of the market during the forecast period of 2023-2030.

The key regions considered for the Global Pet Toys Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominates the global Pet Toys Market due to high pet ownership rates, an affluent consumer base, an emphasis on pet well-being, a strong retail infrastructure, innovation, and the concept of pet humanization. The region's large population of pet owners, combined with their willingness to invest in quality toys, contributes to its market dominance. Asia Pacific region is the fastest-growing market for pet toys due to increasing pet ownership, rising disposable income, growing awareness of pet well-being, market expansion, and the influence of Western pet ownership culture. The region's economic growth, coupled with a growing middle class, has fueled the demand for pet toys. Additionally, the availability of online retail platforms has made it easier for pet owners to access and purchase a variety of pet toys.

Major market player included in this report are:

Central Garden & Pet Company

Fluff & Tuff Inc.

Radio Systems Corporation

Multipet International, Inc.

Kyjen Company LLC

KONG Inc.

Benebone LLC

Petmate Holdings Co.

Coastal Pet Products, Inc.

Ethical Products, Inc.

Recent Developments in the Market:

In April 2023, HyperX, the gaming peripherals team at HP Inc., partnered with P.L.A.Y. (Pet Lifestyle and You) to launch a new collection of pet toys inspired by gaming peripherals. The toys are designed to provide pets with fun and entertainment, featuring miniature versions of HyperX's gaming peripherals. Made from high-quality and sustainable materials, the toys have colorful designs to stimulate pets' natural play instincts. It's a whimsical collaboration for both furry friends and their humans to enjoy.

In April 2023, Jinx, in collaboration with celebrity Chris Evans and his dog Dodger, introduced 'The Dog Dream Box' as a limited-edition offering for Pet Month in May. The box includes Dodger's favorite Jinx products, such as food, treats, and toys, curated specially for the occasion.

Global Pet Toys Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Product, Pet Type, Material Type, Type, Size, Price Range, Distribution Channel, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product:

Plush Toys

Rope and Tug Toys

Balls

Chew Toys

Squeaky Toys

Interactive Toys

Others

By Pet Type:

Dogs

Cats

Birds

Others

By Material Type:

Rubber

Cotton

Nylon

Plastic

Others

By Type:

Non-Edible

Edible

By Size:

Small

Medium

Large

By Price Range:

Economy (Below US\$10)

Mid-Range (USD10 - USD25)

Premium (Above USD25)

By Distribution Channel:

Wholesalers/Distributors

Supermarkets/Hypermarkets

Convenience Stores

Multi-Brand Stores

Online Retailers

Pet Specialty Stores

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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