

Global Pet Meat Food Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Pet meat food refers to specially formulated food products designed to meet the nutritional needs of pets, such as dogs and cats. These products typically contain a combination of meat, grains, vegetables, vitamins, and minerals to ensure a balanced diet for pets. The market for pet meat food is a significant segment within the broader pet food industry, catering to the growing demand for high-quality and nutritious food options for pets.

In 2023, the global market size for pet meat food reached approximately USD 8.7 billion. This market is projected to grow at a compound annual growth rate (CAGR) of 5.8% from 2024 to 2032. The key growth drivers for this market include the increasing pet humanization trend, where pets are considered part of the family and their owners seek premium and natural food options for them. Additionally, the rising awareness about pet health and wellness is driving demand for specialized pet food products, including meat-based options.

One of the prominent trends in the pet meat food market is the shift towards natural and organic ingredients. Pet owners are increasingly seeking products that are free from artificial additives, colors, and preservatives, opting instead for natural and organic ingredients that mimic a pet's ancestral diet. This trend is supported by the growing focus on pet health and the belief that natural ingredients contribute to overall well-being.

Another trend shaping the market is the rise of personalized nutrition for pets. Just as personalized diets have gained popularity among humans, pet owners are now looking

for customized food options tailored to their pet's specific needs and preferences. This trend is driving innovation in the pet food industry, with companies offering personalized meal plans based on factors such as age, breed, and health conditions of the pet.

Furthermore, the increasing popularity of e-commerce channels for pet food purchases is transforming the market landscape. Online platforms provide convenience, a wide range of product options, and the ability to compare prices easily, driving more consumers to purchase pet meat food online. This shift towards online retail is expected to continue shaping the market in the coming years.

In terms of regional market distribution, North America and Europe currently lead the market for pet meat food. The dominance of these regions can be attributed to the high pet ownership rates, strong purchasing power, and the presence of well-established pet food manufacturers. In North America, the United States accounts for a significant share of the market, driven by the increasing trend of pet humanization and premiumization.

Despite the positive growth prospects, the pet meat food market faces challenges such as increasing competition from alternative pet food options like plant-based diets, regulatory scrutiny over ingredient sourcing and labeling, and price sensitivity among price-conscious consumers. Overcoming these challenges will require companies to innovate, differentiate their products, and maintain transparency in their sourcing and manufacturing processes to build trust with consumers.

This report provides a deep insight into the global Pet Meat Food market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Pet Meat Food Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers,

consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Pet Meat Food market in any manner.

Global Pet Meat Food Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Carnivore Meat Company

Freshpet

Macro Meats

Mars

J.M. Smucker

Colgate-Palmolive

Agrolimen

Nisshin Pet Food

General Mills

Heristo

Unicharm

Big Time

Yantai China Pet Foods

Gambol

Total Alimentos

Ramical

Butcher's

Diamond Pet Foods

Spectrum Brands

MoonShine

Inspired Pet Nutrition

Thai Union

Market Segmentation (by Type)

Dry Food

Wet Food

Market Segmentation (by Application)

Cat

Dog

Others

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Pet Meat Food Market

Overview of the regional outlook of the Pet Meat Food Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Pet Meat Food Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development

potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Pet Meat Food

1.2 Key Market Segments

1.2.1 Pet Meat Food Segment by Type

1.2.2 Pet Meat Food Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 PET MEAT FOOD MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Pet Meat Food Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global Pet Meat Food Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 PET MEAT FOOD MARKET COMPETITIVE LANDSCAPE

3.1 Global Pet Meat Food Sales by Manufacturers (2019-2024)

3.2 Global Pet Meat Food Revenue Market Share by Manufacturers (2019-2024)

3.3 Pet Meat Food Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Pet Meat Food Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Pet Meat Food Sales Sites, Area Served, Product Type

3.6 Pet Meat Food Market Competitive Situation and Trends

3.6.1 Pet Meat Food Market Concentration Rate

3.6.2 Global 5 and 10 Largest Pet Meat Food Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 PET MEAT FOOD INDUSTRY CHAIN ANALYSIS

- 4.1 Pet Meat Food Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF PET MEAT FOOD MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Market Restraints
- 5.5 Industry News
 - 5.5.1 New Product Developments
 - 5.5.2 Mergers & Acquisitions
 - 5.5.3 Expansions
 - 5.5.4 Collaboration/Supply Contracts
- 5.6 Industry Policies

6 PET MEAT FOOD MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Pet Meat Food Sales Market Share by Type (2019-2024)
- 6.3 Global Pet Meat Food Market Size Market Share by Type (2019-2024)
- 6.4 Global Pet Meat Food Price by Type (2019-2024)

7 PET MEAT FOOD MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Pet Meat Food Market Sales by Application (2019-2024)
- 7.3 Global Pet Meat Food Market Size (M USD) by Application (2019-2024)
- 7.4 Global Pet Meat Food Sales Growth Rate by Application (2019-2024)

8 PET MEAT FOOD MARKET SALES BY REGION

- 8.1 Global Pet Meat Food Sales by Region
 - 8.1.1 Global Pet Meat Food Sales by Region
 - 8.1.2 Global Pet Meat Food Sales Market Share by Region
- 8.2 Global Pet Meat Food Market Size by Region
 - 8.2.1 Global Pet Meat Food Market Size by Region

8.2.2 Global Pet Meat Food Market Size Market Share by Region

8.3 North America

8.3.1 North America Pet Meat Food Sales by Country

8.3.2 North America Pet Meat Food Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Pet Meat Food Sales by Country

8.4.2 Europe Pet Meat Food Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Russia Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Pet Meat Food Sales by Region

8.5.2 China

8.5.3 Japan

8.5.4 South Korea

8.5.5 India

8.5.6 Southeast Asia

8.6 Asia Pacific

8.6.1 Asia Pacific Pet Meat Food Market Size by Region

8.6.2 Asia Pacific Pet Meat Food Market Size by Region

8.6.3 China

8.6.4 Japan

8.6.5 South Korea

8.6.6 India

8.6.7 Southeast Asia

8.7 South America

8.7.1 South America Pet Meat Food Sales by Country

8.7.2 South America Pet Meat Food Market Size by Country

8.7.3 Brazil

8.7.4 Argentina

8.7.5 Columbia

8.8 Middle East and Africa

8.8.1 Middle East and Africa Pet Meat Food Sales by Region

8.8.2 Middle East and Africa Pet Meat Food Market Size by Region

8.8.3 Saudi Arabia

8.8.4 UAE

8.8.5 Egypt

8.8.6 Nigeria

8.8.7 South Africa

9 PET MEAT FOOD MARKET PRODUCTION BY REGION

9.1 Global Production of Pet Meat Food by Region (2019-2024)

9.2 Global Pet Meat Food Revenue Market Share by Region (2019-2024)

9.3 Global Pet Meat Food Production, Revenue, Price and Gross Margin (2019-2024)

9.4 North America Pet Meat Food Production

9.4.1 North America Pet Meat Food Production Growth Rate (2019-2024)

9.4.2 North America Pet Meat Food Production, Revenue, Price and Gross Margin (2019-2024)

9.5 Europe Pet Meat Food Production

9.5.1 Europe Pet Meat Food Production Growth Rate (2019-2024)

9.5.2 Europe Pet Meat Food Production, Revenue, Price and Gross Margin (2019-2024)

9.6 Japan Pet Meat Food Production (2019-2024)

9.6.1 Japan Pet Meat Food Production Growth Rate (2019-2024)

9.6.2 Japan Pet Meat Food Production, Revenue, Price and Gross Margin (2019-2024)

9.7 China Pet Meat Food Production (2019-2024)

9.7.1 China Pet Meat Food Production Growth Rate (2019-2024)

9.7.2 China Pet Meat Food Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

10.1 Carnivore Meat Company

10.1.1 Carnivore Meat Company Pet Meat Food Basic Information

10.1.2 Carnivore Meat Company Pet Meat Food Product Overview

10.1.3 Carnivore Meat Company Pet Meat Food Product Market Performance

10.1.4 Carnivore Meat Company Business Overview

10.1.5 Carnivore Meat Company Pet Meat Food SWOT Analysis

10.1.6 Carnivore Meat Company Recent Developments

10.2 Freshpet

10.2.1 Freshpet Pet Meat Food Basic Information

10.2.2 Freshpet Pet Meat Food Product Overview

- 10.2.3 Freshpet Pet Meat Food Product Market Performance
- 10.2.4 Freshpet Business Overview
- 10.2.5 Freshpet Pet Meat Food SWOT Analysis
- 10.2.6 Freshpet Recent Developments
- 10.3 Macro Meats
 - 10.3.1 Macro Meats Pet Meat Food Basic Information
 - 10.3.2 Macro Meats Pet Meat Food Product Overview
 - 10.3.3 Macro Meats Pet Meat Food Product Market Performance
 - 10.3.4 Macro Meats Pet Meat Food SWOT Analysis
 - 10.3.5 Macro Meats Business Overview
 - 10.3.6 Macro Meats Recent Developments
- 10.4 Mars
 - 10.4.1 Mars Pet Meat Food Basic Information
 - 10.4.2 Mars Pet Meat Food Product Overview
 - 10.4.3 Mars Pet Meat Food Product Market Performance
 - 10.4.4 Mars Business Overview
 - 10.4.5 Mars Recent Developments
- 10.5 J.M. Smucker
 - 10.5.1 J.M. Smucker Pet Meat Food Basic Information
 - 10.5.2 J.M. Smucker Pet Meat Food Product Overview
 - 10.5.3 J.M. Smucker Pet Meat Food Product Market Performance
 - 10.5.4 J.M. Smucker Business Overview
 - 10.5.5 J.M. Smucker Recent Developments
- 10.6 Colgate-Palmolive
 - 10.6.1 Colgate-Palmolive Pet Meat Food Basic Information
 - 10.6.2 Colgate-Palmolive Pet Meat Food Product Overview
 - 10.6.3 Colgate-Palmolive Pet Meat Food Product Market Performance
 - 10.6.4 Colgate-Palmolive Business Overview
 - 10.6.5 Colgate-Palmolive Recent Developments
- 10.7 Agrolimen
 - 10.7.1 Agrolimen Pet Meat Food Basic Information
 - 10.7.2 Agrolimen Pet Meat Food Product Overview
 - 10.7.3 Agrolimen Pet Meat Food Product Market Performance
 - 10.7.4 Agrolimen Business Overview
 - 10.7.5 Agrolimen Recent Developments
- 10.8 Nisshin Pet Food
 - 10.8.1 Nisshin Pet Food Pet Meat Food Basic Information
 - 10.8.2 Nisshin Pet Food Pet Meat Food Product Overview
 - 10.8.3 Nisshin Pet Food Pet Meat Food Product Market Performance

- 10.8.4 Nisshin Pet Food Business Overview
- 10.8.5 Nisshin Pet Food Recent Developments
- 10.9 General Mills
 - 10.9.1 General Mills Pet Meat Food Basic Information
 - 10.9.2 General Mills Pet Meat Food Product Overview
 - 10.9.3 General Mills Pet Meat Food Product Market Performance
 - 10.9.4 General Mills Business Overview
 - 10.9.5 General Mills Recent Developments
- 10.10 Heristo
 - 10.10.1 Heristo Pet Meat Food Basic Information
 - 10.10.2 Heristo Pet Meat Food Product Overview
 - 10.10.3 Heristo Pet Meat Food Product Market Performance
 - 10.10.4 Heristo Business Overview
 - 10.10.5 Heristo Recent Developments
- 10.11 Unicharm
 - 10.11.1 Unicharm Pet Meat Food Basic Information
 - 10.11.2 Unicharm Pet Meat Food Product Overview
 - 10.11.3 Unicharm Pet Meat Food Product Market Performance
 - 10.11.4 Unicharm Business Overview
 - 10.11.5 Unicharm Recent Developments
- 10.12 Big Time
 - 10.12.1 Big Time Pet Meat Food Basic Information
 - 10.12.2 Big Time Pet Meat Food Product Overview
 - 10.12.3 Big Time Pet Meat Food Product Market Performance
 - 10.12.4 Big Time Business Overview
 - 10.12.5 Big Time Recent Developments
- 10.13 Yantai China Pet Foods
 - 10.13.1 Yantai China Pet Foods Pet Meat Food Basic Information
 - 10.13.2 Yantai China Pet Foods Pet Meat Food Product Overview
 - 10.13.3 Yantai China Pet Foods Pet Meat Food Product Market Performance
 - 10.13.4 Yantai China Pet Foods Business Overview
 - 10.13.5 Yantai China Pet Foods Recent Developments
- 10.14 Gambol
 - 10.14.1 Gambol Pet Meat Food Basic Information
 - 10.14.2 Gambol Pet Meat Food Product Overview
 - 10.14.3 Gambol Pet Meat Food Product Market Performance
 - 10.14.4 Gambol Business Overview
 - 10.14.5 Gambol Recent Developments
- 10.15 Total Alimentos

- 10.15.1 Total Alimentos Pet Meat Food Basic Information
- 10.15.2 Total Alimentos Pet Meat Food Product Overview
- 10.15.3 Total Alimentos Pet Meat Food Product Market Performance
- 10.15.4 Total Alimentos Business Overview
- 10.15.5 Total Alimentos Recent Developments
- 10.16 Ramical
 - 10.16.1 Ramical Pet Meat Food Basic Information
 - 10.16.2 Ramical Pet Meat Food Product Overview
 - 10.16.3 Ramical Pet Meat Food Product Market Performance
 - 10.16.4 Ramical Business Overview
 - 10.16.5 Ramical Recent Developments
- 10.17 Butcher's
 - 10.17.1 Butcher's Pet Meat Food Basic Information
 - 10.17.2 Butcher's Pet Meat Food Product Overview
 - 10.17.3 Butcher's Pet Meat Food Product Market Performance
 - 10.17.4 Butcher's Business Overview
 - 10.17.5 Butcher's Recent Developments
- 10.18 Diamond Pet Foods
 - 10.18.1 Diamond Pet Foods Pet Meat Food Basic Information
 - 10.18.2 Diamond Pet Foods Pet Meat Food Product Overview
 - 10.18.3 Diamond Pet Foods Pet Meat Food Product Market Performance
 - 10.18.4 Diamond Pet Foods Business Overview
 - 10.18.5 Diamond Pet Foods Recent Developments
- 10.19 Spectrum Brands
 - 10.19.1 Spectrum Brands Pet Meat Food Basic Information
 - 10.19.2 Spectrum Brands Pet Meat Food Product Overview
 - 10.19.3 Spectrum Brands Pet Meat Food Product Market Performance
 - 10.19.4 Spectrum Brands Business Overview
 - 10.19.5 Spectrum Brands Recent Developments
- 10.20 MoonShine
 - 10.20.1 MoonShine Pet Meat Food Basic Information
 - 10.20.2 MoonShine Pet Meat Food Product Overview
 - 10.20.3 MoonShine Pet Meat Food Product Market Performance
 - 10.20.4 MoonShine Business Overview
 - 10.20.5 MoonShine Recent Developments
- 10.21 Inspired Pet Nutrition
 - 10.21.1 Inspired Pet Nutrition Pet Meat Food Basic Information
 - 10.21.2 Inspired Pet Nutrition Pet Meat Food Product Overview
 - 10.21.3 Inspired Pet Nutrition Pet Meat Food Product Market Performance

- 10.21.4 Inspired Pet Nutrition Business Overview
- 10.21.5 Inspired Pet Nutrition Recent Developments
- 10.22 Thai Union
 - 10.22.1 Thai Union Pet Meat Food Basic Information
 - 10.22.2 Thai Union Pet Meat Food Product Overview
 - 10.22.3 Thai Union Pet Meat Food Product Market Performance
 - 10.22.4 Thai Union Business Overview
 - 10.22.5 Thai Union Recent Developments

11 PET MEAT FOOD MARKET FORECAST BY REGION

- 11.1 Global Pet Meat Food Market Size Forecast
- 11.2 Global Pet Meat Food Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Pet Meat Food Market Size Forecast by Country
 - 11.2.3 Asia Pacific Pet Meat Food Market Size Forecast by Region
 - 11.2.4 South America Pet Meat Food Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Pet Meat Food by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

- 12.1 Global Pet Meat Food Market Forecast by Type (2025-2032)
 - 12.1.1 Global Forecasted Sales of Pet Meat Food by Type (2025-2032)
 - 12.1.2 Global Pet Meat Food Market Size Forecast by Type (2025-2032)
 - 12.1.3 Global Forecasted Price of Pet Meat Food by Type (2025-2032)
- 12.2 Global Pet Meat Food Market Forecast by Application (2025-2032)
 - 12.2.1 Global Pet Meat Food Sales (K Units) Forecast by Application
 - 12.2.2 Global Pet Meat Food Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

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