

# Global Pet Food Market: Size, Trends and Forecasts (2017-2021 Edition)

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## Abstracts

### Scope of the Report

The report titled “Global Pet Food Market: Size, Trends and Forecasts (2017-2021 Edition)” provides an in-depth analysis of the global pet food market with detailed analysis of market size on the basis of value along with the comprehensive examination of each of the major segments of the market, namely, dog food and cat food.

The report provides detailed regional analysis of the US, UK, Germany, France and Canada. The regional analysis of the markets includes market size by value along with the analysis of the dog food and cat food market, in terms of the value.

Growth of the overall global pet food market has also been forecasted for the period 2017-2021, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The competition in the global pet food market is stiff and dominated by the big players like Nestle Purina PetCare Company. Further, key players of the market Colgate-Palmolive (Hill’s Pet Nutrition), Mars Incorporated, and Blue Buffalo Pet Products Inc. are also profiled with their financial information and respective business strategies.

### Company Coverage

Nestle Purina PetCare

Colgate-Palmolive (Hill’s Pet Nutrition)

Mars Incorporated

Blue Buffalo Pet Products Inc.

## Country Coverage

The US

UK

France

Germany

Canada

## Executive Summary

The global pet food market witnessed an upsurge at a significant CAGR during the span of 5 years, i.e., 2012-2016 and projections are made that the market would rise in the next five years i.e. 2017-2021 tremendously. The market is spread across North America, Europe and Asia. Among these regions, the North America held the largest share, followed by the Europe and Asia-Pacific region.

The pet food market can be segmented on the basis of pet type, product type, ingredients and price. On the basis of pet type, market can be segmented into dog food, cat food and other pet food, while on the basis of product type, the market can be classified into wet food, dry food and treats & mixers. The market can be distinguished into natural and non-natural food, on the basis of ingredients. However, on the basis of price, the food market can be segmented into economy pet food, mid-priced pet food and premium pet food. Among all the classifications, segmentation on the basis of pet type is most popular, with dog food dominating the market.

The major growth drivers for the global pet food market are: an increase in the pet population, pet humanization, health conscious consumers, upsurge in urbanization and personal disposable income. Despite the market is governed by various growth drivers, there are certain challenges faced by the market such as pet obesity, grinding challenge, supply chain challenge and nutritional sustainability. Some of the recent trends in the market include the rise in social awareness among consumers, sustainable packaging, cooked pet food and exotic ingredients.

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