

Global Pet Food Market: Trends and Opportunities (2015 Edition)

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Abstracts

Scope of the Report

The report titled “Global Pet Food Market: Trends & Opportunities (2015 Edition)” provides an in-depth analysis of the global pet food market with detailed analysis of market sizing and growth, market share and economic impact of the industry. The report also provides market size of pet dog and cat food market.

The report provides detailed country analysis of the U.S., UK, Australia, New Zealand and China for the pet food market. Country analysis includes market sizing by value and volume along with the market segments. It also comprises of pet dog and cat food market sizing for each of the above mentioned countries.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global pet food market has also been forecasted for the period 2015-2020, taking into consideration the previous growth patterns, the growth drivers and the current and future trends. The competition in global pet food market is stiff and dominated by the big players like Mars. Further, key players of the pet food market Nestle Purina and Hill's Pet Nutrition are also profiled with their financial information and respective business strategies.

Country Coverage

The U.S.

UK

Australia

New Zealand

China

Company Coverage

Nestle Purina PetCare Company

Hill's Pet Nutrition

Mars Incorporated

Executive Summary

Pet food is one of the major segments of the pet industry which is intended for the consumption of pets. Now days, pets are the most important part of lives of individuals as they provide psychological and physiological benefit to human life. Whether it is a cat, dog, or other domesticated animal, they are interwoven into the social and emotional fabric of individuals and families lives.

Global pet food market increased at a significant CAGR during the span of 5 years i.e. 2011-2014 and projections are made that the market would rise in the next five years i.e. 2015-2020 tremendously. Global dog and cat food market is a segment of global pet food market which exhibited an increase, driving the global pet food market. The upsurge in the market was due to increased awareness among people about the need for pet food, easy availability of pet food in the market and increase in nuclear families across the globe.

The major growth drivers for the pet food market are: increase in pet population and urban population, rise in per capita disposable income and the increasing humanization towards pets. Despite the market is governed by various growth drivers, there are certain challenges faced by the market such as: rise in prices of pet treats, grinding challenge and microbial challenges.

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