

# The US Online Pet Food and Supplies Market: Size, Trends & Forecasts (2019-2023)

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## Abstracts

The report entitled “The US Online Pet Food and Supplies Market: Size, Trends & Forecasts (2019-2023)”, provides analysis of the US online pet food and supplies market, with detailed analysis of market size in terms of value, growth and segments.

Moreover, 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 the US online pet food and supplies market has also been forecasted for the years 2019-2023, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

Amazon.com, Inc., Walmart Inc., PetSmart and PetCo Animal Supplies Inc. are some of the key players operating in the US online pet food and supplies market, whose company profiling has been done in the report. In this segment of the report, business overview, financial overview and business strategies of the companies are provided.

### Company Coverage

1. Amazon.Com, Inc.
2. PetSmart
3. Walmart Inc.
4. Petco Animal Inc.

### Executive Summary

Pet food and supplies refers to the plant and animal material especially for consumption by pets. Wheat, cereals, seeds are examples of pet foods to name a few. On the other

hand pet supplies include medications, food and water bowls and grooming products.

It is important to note the demand for pet food and supplies has been witnessing significant acceleration post the advent of online channels backed by the constant customer requirement for convenient shopping. The online pet food and supplies market can be segmented into pet foods and supplies. Pet foods products are divided on the basis of pets, product type, ingredients and price. Pet supplies on the other hand have been further classified into hygiene care supplies, medications and accessories.

The US online pet food and supplies market is expected to increase at a significant growth rate during the forecasted period (2019-2023). The market is supported by various growth drivers such as surging pet ownership in the US, rising disposable income and continuously increasing urbanization. However, the market also faces some challenges such as tough completion from the offline pet food and supply players and vulnerability to changing consumer preferences.

Online customization of pet food, Rising spending on pet food and supplies, increasing internet penetration across devices, vendors ensuring convenient availability through online channels and millennials evolving of millennial as lucrative customer segment for pet foods are some of the latest trends existing in the market.

## Contents

### 1. EXECUTIVE SUMMARY

### 2. INTRODUCTION

2.1 Pet Food and Supplies: An Overview

2.2 Online Pet Food and Supplies Market: An Overview

2.3 Types of Pet Food

2.3.1 On the Basis of Pets

2.3.2 On the Basis of Product Types

2.3.3 On the Basis of Ingredients

2.3.4 On the Basis of Price

2.4 Types of Pet Supplies

2.4.1 Types of Hygiene Care Supplies

### 3. THE US MARKET ANALYSIS

3.1 The US Online Pet Food and Supplies Market: An Analysis

3.1.1 The US Online Pet Food and Supplies Market by Value

3.1.2 The US Online Pet Food and Supplies Market by Segments

3.2 The US Online Pet Food Market Analysis

3.2.1 The US Online Pet Food Market by Value

3.2.2 The US Online Pet Food Market by Pet Type (Dog and Others (Cats, Birds, Reptiles etc.)

3.2.3 The US Online Pet Dog Food Market by Type

3.3 The US Online Pet Supplies Market Analysis

3.3.1 The US Online Pet Supplies Market by Value

3.3.2 The US Online Pet Supplies Market by Segments (Pet Medications and Others (Hygiene supplies and other accessories (pet kennels, chew ropes, balls etc.)

3.3.3 The US Online Pet Medications Market by Value

### 4. MARKET DYNAMICS

4.1 Growth Drivers

4.1.1 Rising Pet Ownership

4.1.2 Increasing Urbanization

4.1.3 Surging Personal Disposable Income

4.2 Challenges

- 4.2.1 Vulnerability to Changing Consumer Preferences
- 4.2.2 Tough Competition from Offline Players
- 4.3 Market Trends
  - 4.3.1 Online Pet Food Customization
  - 4.3.2 Millennials evolving as Key Purchasers of Pet Foods and Supplies
  - 4.3.3 Inflation in Spending on Pet Food and Supplies
  - 4.3.4 Hike in Number of Internet Users
  - 4.3.5 Vendors ensuring Easy Availability through Online Channels

## **5. COMPETITIVE LANDSCAPE**

- 5.1 The US Online Pet Food and Supplies Market Players Comparison

## **6. COMPANY PROFILES**

- 6.1 Amazon.com, Inc.
  - 6.1.1 Business Overview
  - 6.1.2 Financial Overview
  - 6.1.3 Business Strategy
- 6.2 PetSmart
  - 6.2.1 Business Overview
  - 6.2.2 Business Strategy
- 6.3 Walmart
  - 6.3.1 Business Overview
  - 6.3.2 Financial Overview
  - 6.3.3 Business Strategy
- 6.4 Petco Animal Supplies Inc.
  - 6.4.1 Business Overview
  - 6.4.2 Business Strategy

## List Of Figures

### LIST OF FIGURES

Figure 1: Types of Pet Food

Figure 2: Types of Pet Food on the Basis of Product Type

Figure 3: Types of Pet Food on the Basis of Ingredients

Figure 4: Types of Pet Food on the Basis of Price

Figure 5: Types of Pet Supplies

Figure 6: The US Online Pet Food and Supplies Market by Value; 2014-2018 (US\$ Billion)

Figure 7: The US Online Pet Food and Supplies Market by Value; 2019-2023 (US\$ Billion)

Figure 8: The US Online Pet Food and Supplies Market by Segments; 2018 (Percentage,%)

Figure 9: The US Online Pet Food Market by Value; 2014-2018 (US\$ Billion)

Figure 10: The US Online Pet Food Market by Value; 2019-2023 (US\$ Billion)

Figure 11: The US Online Pet Food Market by Pet Type; 2018 (Percentage,%)

Figure 12: The US Online Pet Dog Food Market by Value; 2016-2018 (US\$ Billion)

Figure 13: The US Online Pet Dog Food Market by Value; 2019-2023 (US\$ Billion)

Figure 14: The US Online Pet Supplies Market by Value; 2014-2018 (US\$ Billion)

Figure 15: The US Online Pet Supplies Market by Value; 2019-2023 (US\$ Billion)

Figure 16: The US Online Pet Supplies Market by Segments; 2018 (Percentage,%)

Figure 17: The US Online Pet Medications Market by Value; 2016-2018 (US\$ Million)

Figure 18: The US Online Pet Medications Market by Value; 2019-2023 (US\$ Million)

Figure 19: Pet Ownership in US Households; 2011-2018 (Millions)

Figure 20: US Urban Population; 2014-2018 (Million)

Figure 21: The US Per Capita Disposable Personal Income; 2014-2018 (US\$)

Figure 22: US Internet Users across Devices; 2016-2022 (Million)

Figure 23: Amazon Net Sales; 2014-2018 (US\$ Billion)

Figure 24: Amazon Net Sales by Segments; 2018 (Percentage,%)

Figure 25: Amazon Net Sales by Region; 2018 (Percentage,%)

Figure 26: Walmart Net Sales; 2014-2018 (US\$ Billion)

Figure 27: Walmart Net Sales by Segments; 2018 (Percentage,%)

Table 1: Types of Pet Food on the Basis of Pets

Table 2: Types of Hygiene Care Supplies

Table 3: US Pet Food and Supplies Spending; 2016-2018 (US\$ Billion)

Table 4: The US Online Pet Food and Supplies Market Players Comparison

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