

Dog Food in Peru

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Abstracts

Among the factors that are driving the high growth of packaged pet food in Peru are such trends as rising relevance of pets in households, a growing middle class and a rising number of owners that are increasingly aware of their pets' needs, especially their nutrition. However, other than dog food that is distinguished by being labelled as optimum for a certain dog breed, size or age, most dog owners do not recognise the qualitative difference between mainstream and premium brands. Unless the pa...

Euromonitor International's Dog Food in Peru report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2015-2019, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2024 illustrate how the market is set to change.

Product coverage: Dog and Cat Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Dog Food market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

HEADLINES

PROSPECTS

While most dog owners see little difference between mainstream and premium brands other than price, demand for premium products is on the rise in Peru

Wet dog food and dog treats benefit as Peruvians increasingly opt for packaged food that offers balanced nutrition and to treat their pets with more indulgence

The convenience of wider distribution of pet food through modern channels further drives pet owners to shift from home-made to packaged food

COMPETITIVE LANDSCAPE

Nestlé maintains its lead by expanding its premium lines and introducing Peru's first massive oral care product in the form of Dentalife chew treats

Rintisa aims to strengthen its position in premium dog food with new wet dog food products for adult dogs and for puppies

Pedigree set to introduce its oral hygiene product Dentastix and medicated products under Royal Canin while also focusing on expanding its distribution in Peru

CATEGORY INDICATORS

Table 1 Dog Owning Households: % Analysis 2015-2020

Table 2 Dog Population 2015-2020

Table 3 Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2015-2020

CATEGORY DATA

Summary 1 Dog Food by Price Band 2020

Table 4 Sales of Dog Food by Category: Volume 2015-2020

Table 5 Sales of Dog Food by Category: Value 2015-2020

Table 6 Sales of Dog Food by Category: % Volume Growth 2015-2020

Table 7 Sales of Dog Food by Category: % Value Growth 2015-2020

Table 8 Sales of Dry Dog Food by Life-Cycle: % Value 2015-2020

Table 9 Sales of Wet Dog Food by Life-Cycle: % Value 2015-2020

Table 10 NBO Company Shares of Dog Food: % Value 2015-2019

Table 11 LBN Brand Shares of Dog Food: % Value 2016-2019

Table 12 LBN Brand Shares of Dog Treats: % Value 2016-2019

Table 13 Distribution of Dog Food by Format: % Value 2015-2020

Table 14 Forecast Sales of Dog Food by Category: Volume 2020-2025

Table 15 Forecast Sales of Dog Food by Category: Value 2020-2025

Table 16 Forecast Sales of Dog Food by Category: % Volume Growth 2020-2025

Table 17 Forecast Sales of Dog Food by Category: % Value Growth 2020-2025

EXECUTIVE SUMMARY

Peruvian pet care market growth is buttressed by a rising pet population, with demand characterised by a growing preference for cats and smaller dogs

Growing number of household pets along with humanisation trends boost demand not only for dog and cat food but also for pet products and pet healthcare

With wide product ranges and distribution and strong brand recognition multinational Nestlé and domestic Rintisa hold a clear lead over other pet care players

Traditional channels account for the highest share of sales, but emerging e-commerce, discounters and convenience store channels see the highest growth

Pet care is expected to see continued growth with burgeoning pet population and humanisation trends having a strong impact on the trajectory

MARKET INDICATORS

Table 18 Pet Populations 2015-2020

MARKET DATA

Table 19 Sales of Pet Food by Category: Volume 2015-2020

Table 20 Sales of Pet Care by Category: Value 2015-2020

Table 21 Sales of Pet Food by Category: % Volume Growth 2015-2020

Table 22 Sales of Pet Care by Category: % Value Growth 2015-2020

Table 23 NBO Company Shares of Pet Food: % Value 2015-2019

Table 24 LBN Brand Shares of Pet Food: % Value 2016-2019

Table 25 NBO Company Shares of Dog and Cat Food: % Value 2015-2019

Table 26 LBN Brand Shares of Dog and Cat Food: % Value 2016-2019

Table 27 Distribution of Pet Care by Format: % Value 2015-2020

Table 28 Distribution of Pet Care by Format and Category: % Value 2020

Table 29 Distribution of Dog and Cat Food by Format: % Value 2015-2020

Table 30 Distribution of Dog and Cat Food by Format and Category: % Value 2020

Table 31 Forecast Sales of Pet Food by Category: Volume 2020-2025

Table 32 Forecast Sales of Pet Care by Category: Value 2020-2025

Table 33 Forecast Sales of Pet Food by Category: % Volume Growth 2020-2025

Table 34 Forecast Sales of Pet Care by Category: % Value Growth 2020-2025

CORONAVIRUS (COVID-19)

DEFINITIONS

SOURCES

Summary 2 Research Sources

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