

Dog Food in the US

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Abstracts

The pet humanisation trend has been prevalent in the US for a long time, with households in urban areas in particular treating their dogs as a member of the family. Previously, this trend has often benefited indulgent dog food options, including products that take inspiration from human cuisine. However, with consumers becoming increasingly sophisticated in their understanding of dogs' nutritional needs, there was a growing focus on biologically appropriate nutrition for dogs, with recognition t...

Euromonitor International's Dog Food in USA 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

Grains back in favour among some consumers

E-commerce continues to record dynamic growth, driven by Chewy and Amazon Increasing small dog population limits volume growth but encourages pampering COMPETITIVE LANDSCAPE

Nestl? and Mars lead dog food, with JM Smucker and General Mills on their tails Blue Buffalo continues to grow on the back of new innovations

Sustainability and functional products increasingly to the fore

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

Pet care continues growing, helped by the humanisation and premiumisation trends

Mass premium brands drive rethink in distribution of premium brands

Private label continues to grow as food multinationals acquire pet care players

E-commerce continues to make strong gains in pet care

Continued growth ahead for pet care

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 Penetration of Private Label in Pet Care by Category: % Value 2015-2020

Table 28 Distribution of Pet Care by Format: % Value 2015-2020

Table 29 Distribution of Pet Care by Format and Category: % Value 2020

Table 30 Distribution of Dog and Cat Food by Format: % Value 2015-2020

Table 31 Distribution of Dog and Cat Food by Format and Category: % Value 2020

Table 32 Forecast Sales of Pet Food by Category: Volume 2020-2025

Table 33 Forecast Sales of Pet Care by Category: Value 2020-2025

Table 34 Forecast Sales of Pet Food by Category: % Volume Growth 2020-2025

Table 35 Forecast Sales of Pet Care by Category: % Value Growth 2020-2025

DEFINITIONS

SOURCES

Summary 2 Research Sources



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