

Global Pet Treats and Chews Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

Pet marketers looking to tap into pet parenting dollars are on fertile ground when it comes to dog and cat treats and chews. Pet owners grab up treats and chews for many reasons: health-related, as is the case with dental treats and those formulated to address a specific condition or enhance general wellness; for entertainment, as with edible long-lasting chews or with treats inserted into a play-inducing dispenser; or training, as is the case with compact, easily pocketable treats used as a reward for good behavior. At the same time - and top of list for many pet owners - treats offer away to interact with their pets and express affection, with treat time serving an important role in the human/animal bond.

Scope of the Report:

As in the pet food market, health and wellness concerns are a primary driver, with more and more pet owners turning to functional treats for health conditions that are often age- or weight-related, including joint/mobility, skin/coat and cognitive. Additionally, as the chews segment recovers from the wave of recalls in recent years, consumers are looking for options with simpler and fewer ingredients and demanding transparency when it comes to ingredient sourcing. At the same time, dental treats and chews remain highly popular, with a host of new products recently hitting store shelves.

The global Pet Treats and Chews market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in

China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Pet Treats and Chews.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

This report studies the Pet Treats and Chews market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Pet Treats and Chews market by product type and applications/end industries.

Market Segment by Companies, this report covers

Big Heart Pet Brands

Unicharm

Mars

Colgate-Palmolive

Nestle

Nutriara Alimentos

Total Alimentos

Agrolimen

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Natural and Organic Treats

Humanization

Dental Treats and Chews

Functional Treats

Market Segment by Applications, can be divided into

Supermarket

Hypermarket

E-commerce

Retailers

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