

The 2023 Report on Pet Foods: World Market Segmentation by City

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Abstracts

This report was created for global strategic planners who cannot be content with traditional methods of segmenting world markets. With the advent of a 'borderless world', cities become a more important criteria in prioritizing markets, as opposed to regions, continents, or countries. This report covers the top 2,000 cities in over 200 countries. It does so by reporting the estimated market size (in terms of latent demand) for each major city of the world. It then ranks these cities and reports them in terms of their size as a percent of the country where they are located, their geographic region (e.g. Africa, Asia, Europe, Middle East, North America, Latin America), and the total world market.

In this report we define the sales of pet foods as including all commonly understood products falling within this broad category, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include Affinity Petcare, Agrolimen, Aller Petfood, Amul, Archer Daniels Midland, Arla Foods, Barking Heads & Meowing Heads Pet Food UK, BASF, BHJ A/S (Denmark), Big Heart Pet Brands, Blue Buffalo Company, Boehringer Ingelheim, C & D Foods, Colgate Palmolive (Hill's Pet Nutrition), Dairy Farmers of America, Danone, Darling International, Dean Foods Company, Deurer, Diamond Pet Care, Doane, DSM, DTC Deutsche Tiernahrung Cremer, DuPont, Eukanuba, Fonterra Group Cooperative, Ltd., Fressnapf Pvt, Ltd., Groupe Lactalis, H. J. Heinz Company, Harringtons Pet Food, Heristo, Hill's Pet Nutrition, Hill's Pet Nutrition, Inc., Hills Pet Nutrition, Hill's Pet Nutrition, INABA PETFOOD Company, Introduction, J.M. Smucker, JerHigh, JM Smucker Company, Kemin, Kraft Foods Group, Kroger, LUPUS Alimentos, Mars, Maruha Nichiro Holdings, Inc., Megmilk Snow Brand Company, Meiji Dairies, Metrive, Monge & C., Neovia, Nestl Purina PetCare, Nestl?, Nestle (Purina Petcare), Nestl? Purina, Nestle Purina PetCare Company, Novotech Nutraceuticals, Nutriara Alimentos, Ltd., Nutro, Parmalat, Pets

Choice, Ltd., Roquette Freres, Royal Canin India, Sancor Cooperativas Unidas, Spectrum Brands Holdings, Symrise, The Hartz Mountain, Tiernahrung Deurer GmbH, Total Alimentos, Tuffy`s Pet Foods, Unicharm, Unilever N.V. (U.K.), United Petfood, Versele-Laga NV, Vit2be-Diana Group, Vitakraft Pet Care GmbH & Company, WellPet, and Yantai China Pet Foods Company. In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was considered in defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).

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