

Dog Food Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The global dog food market size reached US\$ 66.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 88.1 Billion by 2028, exhibiting a growth rate (CAGR) of 4.77% during 2023-2028.

Dogs currently represent one of the most preferred pets across the globe. The general diet of a dog should comprise a combination of carbohydrates, minerals, proteins, fats, vitamins and water. In the absence of proper nutrition, dogs are unable to fight off infection, perform daily activities, repair teeth and bones, and maintain their build and muscle tone. In line with this, dog food manufacturers across the globe have been introducing products suitable for every stage of a dog's life. Some of these products provide hypoallergenic nutrition, whereas other formulations are produced for controlling health conditions such as kidney and heart-related diseases. Moreover, various non-governmental organizations have started building rescue shelters where the volunteers focus on improving the health of stray dogs, which has given rise to the demand for high-quality dog food.

Global Dog Food Market Trends:

Nowadays, pet owners are becoming more aware of the dietary requirements of their dogs, owing to which the demand for better quality dog food products has escalated. In addition, numerous cases of diabetes, high blood pressure and arthritis have been reported in dogs across the globe. As a result, veterinarians have started recommending low-calorie dog food to the owners, thereby prompting manufacturers to expand their product offerings. Other than this, in developing regions like Mexico, India,

Thailand and China, dog food products have witnessed a significant growth due to the availability of improved logistic facilities. Furthermore, on account of rapid urbanization and increasing disposable incomes in these regions, there has been a rise in dog ownership rates. This factor has provided an impetus to the growth of the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global dog food market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on product type, pricing type, ingredient type, and distribution channel.

Breakup by Product Type:

- Dry Dog Food
- Dog Treats
- Wet Dog Food

The dog food market has been segmented on the basis of the product type into dry dog food, dog treats and wet dog food. Amongst these, dry dog food is the most popular type as it is less expensive and reduces the cumulation of dental tartar.

Breakup by Pricing Type:

- Premium Products
- Mass Products

On the basis of the pricing type, the market has been segregated into premium and mass food products. At present, mass products represent the largest segment, exhibiting a clear dominance.

Breakup by Ingredient Type:

- Animal Derived
- Plant Derived

The market has been analyzed on the basis of the ingredient into animal- and plant-derived products. Currently, animal-derived products are gaining momentum as they are easily digestible, provide energy and help in maintaining the overall health of the dogs.

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Specialty Stores
- Online
- Others

Based on the distribution channel, the market has been divided into supermarkets and hypermarkets, specialty stores, online and others. Amongst these, supermarkets and hypermarkets are the most popular sales channel for various dog food brands.

Regional Insights:

- North America
- Western Europe
- Asia Pacific
- Latin America
- Eastern Europe
- Middle East and Africa

On a regional basis, North America represents the biggest market for dog food, holding the majority of the market share. This can be attributed to the availability of a wide range of dog food products for specific size, breed and age across the region. The other major markets include Western Europe, Asia Pacific, Latin America, Eastern Europe, and the Middle East and Africa.

Competitive Landscape:

The global dog food market is highly concentrated in nature with the presence of a few players competing in terms of quality and prices. Some of the top dog food manufacturers operating in the market are:

- Mars Petcare, Inc.
- Nestlé? Purina Pet Care
- Hill's Pet Nutrition
- Del Monte Foods

Key Questions Answered in This Report:

How has the global dog food market performed so far and how will it perform in the coming years?

What are the key regional markets in the global dog food industry?

What has been the impact of COVID-19 on the global dog food industry?

What are the major pricing segments in the global dog food industry?

What are the various ingredient types in the global dog food industry?

What are the several product types in the global dog food industry?

What are the leading distribution channels in the global dog food industry?

What are the price trends of dog food?

What are the various stages in the value chain of the global dog food industry?

What are the key driving factors and challenges in the global dog food industry?

What is the structure of the global dog food industry and who are the key players?

What is the degree of competition in the global dog food industry?

What are the profit margins in the global dog food industry?

What are the key requirements for setting up a dog food manufacturing plant?

How are dog foods manufactured?

What are the various unit operations involved in a dog food manufacturing plant?

What is the total size of land required for setting up a dog food manufacturing plant?

What are the machinery requirements for setting up a dog food manufacturing plant?

What are the raw material requirements for setting up a dog food manufacturing plant?

What are the packaging requirements for dog food?

What are the transportation requirements for dog food?

What are the utility requirements for setting up a dog food manufacturing plant?

What are the manpower requirements for setting up a dog food manufacturing plant?

What are the infrastructure costs for setting up a dog food manufacturing plant?

What are the capital costs for setting up a dog food manufacturing plant?

What are the operating costs for setting up a dog food manufacturing plant?

What will be the income and expenditures for a dog food manufacturing plant?

What is the time required to break-even?

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