

Pet Milk Market by Pet Type (Dog, Cat), Product Form (Powder, Liquid), Distribution Channel (Specialty Stores, Mass Retail Stores, Direct-to-Consumers, Online Stores, and Others), and Region 2023-2028

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Abstracts

Market Overview:

The global pet milk market size reached US\$ 140.8 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 212.4 Million by 2028, exhibiting a growth rate (CAGR) of 6.8% during 2023-2028. The increasing prevalence of metabolic disorders, rising use in the preparation of various pet food products and beverages, and the launch of organic variants represent some of the key factors driving the market.

Pet milk, also known as animal milk and pet milk replacer, is produced by animals like cows, goats, sheep, and horses. It is a special milk formula to feed dogs and cats. It is fortified with vitamins, minerals, protein, calcium, potassium, magnesium, and other essential nutrients. It aids in improving digestion, promoting weight management, and minimizing the risk of developing chronic conditions among pets. It also helps strengthen immunity and enhance the life expectancy of pets. It is utilized in the production of dietary supplements for pets, including pills, gummies, powders, liquids, and bars. At present, key players operating worldwide are introducing customized products according to the breed, special needs, age, and health of the pets.

Pet Milk Market Trends:

The increasing prevalence of metabolic disorders and the growing concerns among pet parents about the health of their pets represent one of the major factors driving the demand for pet milk around the world. Moreover, the rising demand for premium-quality

pet milk, which is fortified with high animal protein, is favoring the market growth. In addition, governing agencies of different countries are undertaking measures to promote the use of healthy and safe ingredients that improve the overall wellness of pets. They are also supporting the need for transparency in pet food ingredients. Apart from this, the growing use of pet milk in the preparation of various pet food products and beverages and bakery goods, such as muffins, cupcakes, cookies, chocolate bars, shakes, ice cream, and candies, is influencing the market positively. Furthermore, the rising number of pet friendly cafes, restaurants, and hotels that serve pet food is catalyzing the demand for pet milk worldwide. Additionally, key players are collaborating with local brands to expand their reach and create a strong foothold in the market. These players are also focusing on offering organic variants via online retail channels, to expand their consumer base. This, coupled with increasing focus on launching pet milk-related products with improved properties, such as flavors and aromas, is impelling the market growth. They are also financing promotional campaigns to increase their overall sales. Besides this, the increasing awareness about the benefits of pet milk is creating a positive outlook for the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global pet milk market, along with forecasts at the global, regional, and country levels from 2023-2028. Our report has categorized the market based on pet type, product form, and distribution channel.

Pet Type Insights:

Dog
Cat

The report has provided a detailed breakup and analysis of the pet milk market based on the pet type. This includes dog and cat. According to the report, dog represented the largest segment.

Product Form Insights:

Powder
Liquid

A detailed breakup and analysis of the pet milk market based on the product form has also been provided in the report. This includes powder and liquid. According to the report, powder accounted for the largest market share.

Distribution Channel Insights:

- Specialty Stores
- Mass Retail Stores
- Direct-to-Consumers
- Online Stores
- Others

The report has provided a detailed breakup and analysis of the pet milk market based on the distribution channel. This includes specialty stores, mass retail stores, direct-to-consumers, online stores, and others. According to the report, specialty stores represented the largest segment.

Regional Insights:

North America

- United States
- Canada

Asia Pacific

- China
- Japan
- India
- South Korea
- Australia
- Indonesia
- Others

Europe

- Germany

France
United Kingdom
Italy
Spain
Russia
Others

Latin America

Brazil
Mexico
Others

Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America was the largest market for pet milk. Some of the factors driving the North America pet milk market included increasing concerns among pet parents, establishment of pet friendly cafes, expansion of e-commerce industry, etc.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global pet milk market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include Beaphar B.V., Fetch For Pets LLC, Grober Nutrition (Gay Lea Foods Co-operative Limited), Manna Pro Products LLC (Compana Pet Brands), Mars Incorporated, Milk Specialties Global, PBI-Gordon Corporation, TopLife Formula, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report:

Pet Milk Market by Pet Type (Dog, Cat), Product Form (Powder, Liquid), Distribution Channel (Specialty Stores,...

How has the global pet milk market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global pet milk market?

What is the impact of each driver, restraint, and opportunity on the global pet milk market?

What are the key regional markets?

Which countries represent the most attractive pet milk market?

What is the breakup of the market based on the pet type?

Which is the most attractive pet type in the pet milk market?

What is the breakup of the market based on the product form?

Which is the most attractive product form in the pet milk market?

What is the breakup of the market based on distribution channel?

Which is the most attractive distribution channel in the pet milk market?

What is the competitive structure of the global pet milk market?

Who are the key players/companies in the global pet milk market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL PET MILK MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY PET TYPE

- 6.1 Dog
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Cat
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast

7 MARKET BREAKUP BY PRODUCT FORM

7.1 Powder

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Liquid

7.2.1 Market Trends

7.2.2 Market Forecast

8 MARKET BREAKUP BY DISTRIBUTION CHANNEL

8.1 Specialty Stores

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Mass Retail Stores

8.2.1 Market Trends

8.2.2 Market Forecast

8.3 Direct-to-Consumers

8.3.1 Market Trends

8.3.2 Market Forecast

8.4 Online Stores

8.4.1 Market Trends

8.4.2 Market Forecast

8.5 Others

8.5.1 Market Trends

8.5.2 Market Forecast

9 MARKET BREAKUP BY REGION

9.1 North America

9.1.1 United States

9.1.1.1 Market Trends

9.1.1.2 Market Forecast

9.1.2 Canada

9.1.2.1 Market Trends

9.1.2.2 Market Forecast

9.2 Asia-Pacific

9.2.1 China

9.2.1.1 Market Trends

- 9.2.1.2 Market Forecast
- 9.2.2 Japan
 - 9.2.2.1 Market Trends
 - 9.2.2.2 Market Forecast
- 9.2.3 India
 - 9.2.3.1 Market Trends
 - 9.2.3.2 Market Forecast
- 9.2.4 South Korea
 - 9.2.4.1 Market Trends
 - 9.2.4.2 Market Forecast
- 9.2.5 Australia
 - 9.2.5.1 Market Trends
 - 9.2.5.2 Market Forecast
- 9.2.6 Indonesia
 - 9.2.6.1 Market Trends
 - 9.2.6.2 Market Forecast
- 9.2.7 Others
 - 9.2.7.1 Market Trends
 - 9.2.7.2 Market Forecast
- 9.3 Europe
 - 9.3.1 Germany
 - 9.3.1.1 Market Trends
 - 9.3.1.2 Market Forecast
 - 9.3.2 France
 - 9.3.2.1 Market Trends
 - 9.3.2.2 Market Forecast
 - 9.3.3 United Kingdom
 - 9.3.3.1 Market Trends
 - 9.3.3.2 Market Forecast
 - 9.3.4 Italy
 - 9.3.4.1 Market Trends
 - 9.3.4.2 Market Forecast
 - 9.3.5 Spain
 - 9.3.5.1 Market Trends
 - 9.3.5.2 Market Forecast
 - 9.3.6 Russia
 - 9.3.6.1 Market Trends
 - 9.3.6.2 Market Forecast
 - 9.3.7 Others

9.3.7.1 Market Trends

9.3.7.2 Market Forecast

9.4 Latin America

9.4.1 Brazil

9.4.1.1 Market Trends

9.4.1.2 Market Forecast

9.4.2 Mexico

9.4.2.1 Market Trends

9.4.2.2 Market Forecast

9.4.3 Others

9.4.3.1 Market Trends

9.4.3.2 Market Forecast

9.5 Middle East and Africa

9.5.1 Market Trends

9.5.2 Market Breakup by Country

9.5.3 Market Forecast

10 DRIVERS, RESTRAINTS, AND OPPORTUNITIES

10.1 Overview

10.2 Drivers

10.3 Restraints

10.4 Opportunities

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

12.1 Overview

12.2 Bargaining Power of Buyers

12.3 Bargaining Power of Suppliers

12.4 Degree of Competition

12.5 Threat of New Entrants

12.6 Threat of Substitutes

13 PRICE ANALYSIS

14 COMPETITIVE LANDSCAPE

14.1 Market Structure

14.2 Key Players

14.3 Profiles of Key Players

14.3.1 Beaphar B.V.

14.3.1.1 Company Overview

14.3.1.2 Product Portfolio

14.3.2 Fetch For Pets LLC

14.3.2.1 Company Overview

14.3.2.2 Product Portfolio

14.3.3 Grober Nutrition (Gay Lea Foods Co-operative Limited)

14.3.3.1 Company Overview

14.3.3.2 Product Portfolio

14.3.4 Manna Pro Products LLC (Compana Pet Brands)

14.3.4.1 Company Overview

14.3.4.2 Product Portfolio

14.3.5 Mars Incorporated

14.3.5.1 Company Overview

14.3.5.2 Product Portfolio

14.3.5.3 SWOT Analysis

14.3.6 Milk Specialties Global

14.3.6.1 Company Overview

14.3.6.2 Product Portfolio

14.3.7 PBI-Gordon Corporation

14.3.7.1 Company Overview

14.3.7.2 Product Portfolio

14.3.8 TopLife Formula

14.3.8.1 Company Overview

14.3.8.2 Product Portfolio
Kindly, note that this only represents a partial list of companies, and the complete list has been provided in the report.

List Of Tables

LIST OF TABLES

Table 1: Global: Pet Milk Market: Key Industry Highlights, 2022 & 2028

Table 2: Global: Pet Milk Market Forecast: Breakup by Pet Type (in Million US\$), 2023-2028

Table 3: Global: Pet Milk Market Forecast: Breakup by Product Form (in Million US\$), 2023-2028

Table 4: Global: Pet Milk Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028

Table 5: Global: Pet Milk Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 6: Global: Pet Milk Market: Competitive Structure

Table 7: Global: Pet Milk Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Pet Milk Market: Major Drivers and Challenges

Figure 2: Global: Pet Milk Market: Sales Value (in Million US\$), 2017-2022

Figure 3: Global: Pet Milk Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 4: Global: Pet Milk Market: Breakup by Pet Type (in %), 2022

Figure 5: Global: Pet Milk Market: Breakup by Product Form (in %), 2022

Figure 6: Global: Pet Milk Market: Breakup by Distribution Channel (in %), 2022

Figure 7: Global: Pet Milk Market: Breakup by Region (in %), 2022

Figure 8: Global: Pet Milk (Dog) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 9: Global: Pet Milk (Dog) Market Forecast: Sales Value (in Million US\$),
2023-2028

Figure 10: Global: Pet Milk (Cat) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 11: Global: Pet Milk (Cat) Market Forecast: Sales Value (in Million US\$),
2023-2028

Figure 12: Global: Pet Milk (Powder) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 13: Global: Pet Milk (Powder) Market Forecast: Sales Value (in Million US\$),
2023-2028

Figure 14: Global: Pet Milk (Liquid) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 15: Global: Pet Milk (Liquid) Market Forecast: Sales Value (in Million US\$),
2023-2028

Figure 16: Global: Pet Milk (Specialty Stores) Market: Sales Value (in Million US\$),
2017 & 2022

Figure 17: Global: Pet Milk (Specialty Stores) Market Forecast: Sales Value (in Million
US\$), 2023-2028

Figure 18: Global: Pet Milk (Mass Retail Stores) Market: Sales Value (in Million US\$),
2017 & 2022

Figure 19: Global: Pet Milk (Mass Retail Stores) Market Forecast: Sales Value (in
Million US\$), 2023-2028

Figure 20: Global: Pet Milk (Direct-to-Consumers) Market: Sales Value (in Million US\$),
2017 & 2022

Figure 21: Global: Pet Milk (Direct-to-Consumers) Market Forecast: Sales Value (in
Million US\$), 2023-2028

Figure 22: Global: Pet Milk (Online Stores) Market: Sales Value (in Million US\$), 2017 &
2022

Figure 23: Global: Pet Milk (Online Stores) Market Forecast: Sales Value (in Million
US\$), 2023-2028

Figure 24: Global: Pet Milk (Other Distribution Channels) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 25: Global: Pet Milk (Other Distribution Channels) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 26: North America: Pet Milk Market: Sales Value (in Million US\$), 2017 & 2022

Figure 27: North America: Pet Milk Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 28: United States: Pet Milk Market: Sales Value (in Million US\$), 2017 & 2022

Figure 29: United States: Pet Milk Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 30: Canada: Pet Milk Market: Sales Value (in Million US\$), 2017 & 2022

Figure 31: Canada: Pet Milk Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 32: Asia-Pacific: Pet Milk Market: Sales Value (in Million US\$), 2017 & 2022

Figure 33: Asia-Pacific: Pet Milk Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 34: China: Pet Milk Market: Sales Value (in Million US\$), 2017 & 2022

Figure 35: China: Pet Milk Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 36: Japan: Pet Milk Market: Sales Value (in Million US\$), 2017 & 2022

Figure 37: Japan: Pet Milk Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 38: India: Pet Milk Market: Sales Value (in Million US\$), 2017 & 2022

Figure 39: India: Pet Milk Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 40: South Korea: Pet Milk Market: Sales Value (in Million US\$), 2017 & 2022

Figure 41: South Korea: Pet Milk Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 42: Australia: Pet Milk Market: Sales Value (in Million US\$), 2017 & 2022

Figure 43: Australia: Pet Milk Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 44: Indonesia: Pet Milk Market: Sales Value (in Million US\$), 2017 & 2022

Figure 45: Indonesia: Pet Milk Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 46: Others: Pet Milk Market: Sales Value (in Million US\$), 2017 & 2022

Figure 47: Others: Pet Milk Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 48: Europe: Pet Milk Market: Sales Value (in Million US\$), 2017 & 2022

Figure 49: Europe: Pet Milk Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 50: Germany: Pet Milk Market: Sales Value (in Million US\$), 2017 & 2022

Figure 51: Germany: Pet Milk Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 52: France: Pet Milk Market: Sales Value (in Million US\$), 2017 & 2022

Figure 53: France: Pet Milk Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 54: United Kingdom: Pet Milk Market: Sales Value (in Million US\$), 2017 & 2022

Figure 55: United Kingdom: Pet Milk Market Forecast: Sales Value (in Million US\$),

2023-2028

Figure 56: Italy: Pet Milk Market: Sales Value (in Million US\$), 2017 & 2022

Figure 57: Italy: Pet Milk Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 58: Spain: Pet Milk Market: Sales Value (in Million US\$), 2017 & 2022

Figure 59: Spain: Pet Milk Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 60: Russia: Pet Milk Market: Sales Value (in Million US\$), 2017 & 2022

Figure 61: Russia: Pet Milk Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 62: Others: Pet Milk Market: Sales Value (in Million US\$), 2017 & 2022

Figure 63: Others: Pet Milk Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 64: Latin America: Pet Milk Market: Sales Value (in Million US\$), 2017 & 2022

Figure 65: Latin America: Pet Milk Market Forecast: Sales Value (in Million US\$),
2023-2028

Figure 66: Brazil: Pet Milk Market: Sales Value (in Million US\$), 2017 & 2022

Figure 67: Brazil: Pet Milk Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 68: Mexico: Pet Milk Market: Sales Value (in Million US\$), 2017 & 2022

Figure 69: Mexico: Pet Milk Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 70: Others: Pet Milk Market: Sales Value (in Million US\$), 2017 & 2022

Figure 71: Others: Pet Milk Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 72: Middle East and Africa: Pet Milk Market: Sales Value (in Million US\$), 2017 &
2022

Figure 73: Middle East and Africa: Pet Milk Market: Breakup by Country (in %), 2022

Figure 74: Middle East and Africa: Pet Milk Market Forecast: Sales Value (in Million
US\$), 2023-2028

Figure 75: Global: Pet Milk Industry: Drivers, Restraints, and Opportunities

Figure 76: Global: Pet Milk Industry: Value Chain Analysis

Figure 77: Global: Pet Milk Industry: Porter's Five Forces Analysis

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