

Europe Pet Food Market (2016-2022)

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Abstracts

The factors driving the growth of pet food market are rapid humanization of pets and increasing trend for nuclear families. Additionally, increasing awareness about pet health is also contributing in the rising demand for pet food in the market. However, rise in pet obesity and pet food recalls are some of the factors which could restraint the growth of pet food market in the coming years.

One of the growing trends which have been seen so far in the pet industry is the rapid humanization of pets. Pets are becoming more and more part of the family now days. As per the studies, dogs and cats are no longer sleeping outside of their dog houses, instead they seems to be sleeping in their owners bed or at the end of the bed edge. According to the estimation by Pet Food Industry, “around 95% of pet owners consider their pets as a part of the family”. As people have started taking care of their pets more like a family member, first major consideration is for the food and nutrition they are providing to their pet.

The report highlights the adoption of Pet Food Systems in Europe. Based on Pet Type, the market is segmented into Dogs, Cats, and Others. Based on Food Type, the market is segmented into Dry Food, Wet Food, and Others. Based on the Sales Channel, the market is segmented into Online, Hyper Market, Specialized Pet Shops, and Others. The report also covers country wise segmentation of Pet Food market. The countries included in the report are Germany, UK, France, Russia, Spain, Italy and Rest of Europe.

The key players operating the Pet Food Market are Hill's Pet Nutrition, Diamond Pet Foods, The Procter & Gamble Company, Big Heart Pet Brands, Mars Petcare US Inc., Nestle, WellPet LLC, Tiernahrung Deurer GmbH, and Heristo Aktiengesellschaft.

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