

2018-2023 Global Super Absorbent Pet Pad Consumption Market Report

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Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Super Absorbent Pet Pad market for 2018-2023.

Super Absorbent Pet Pad also known as dog pads, puppy training pads, pee pee pads, potty pads, or wee wee pads, these are one of the most effective house training and pet hygiene products in the pet care industry. Puppy Pads are constructed with a super absorbent core and plastic film bottom to absorb the messes of dogs, puppies, and beyond.

North America is the largest market with about 38% revenue share in 2017, followed by Europe which is 24%. More than 452 million pet pads was sale in North America market.

The key players are Tianjin Yiyihygiene, Hartz (Unicharm), Jiangsu Zhongheng, DoggyMan, Richell, IRIS USA, U-PLAY, JiangXi SenCen, WizSmart (Petix), Four Paws (Central), Simple Solution (Bramton), Paw Inspired, Mednet Direct and so on.

The global Super Absorbent Pet Pad market is extremely competitive, where several vendors compete in terms of product differentiation, product portfolios, quality, and pricing. Many vendors in the market are extending their businesses to emerging markets such as Central and South America, and APAC. The intense competition prevailing in the market will lead to consolidation among market vendors in the coming years. The growing demand for pet food that is grain-free, organic, natural, and with low-glycemic content are gaining popularity among pet owners, which has pushed the manufacturers to formulate new products to meet consumer requirements.

The leading companies own the advantages on better performance, more abundant product's types, better technical and impeccable after-sales service. Consequently,

they take the majority of the market share of high-end market. Looking to the future years, the slow downward price trend in recent years will maintain. As competition intensifies, prices gap between different brands will go narrowing. Similarly, there will be fluctuation in gross margin.

The industry is expected to remain innovation-led, with frequent acquisitions and strategic alliances adopted as the key strategies by the players to increase their industry presence. Market stays in mature period with a clear concentration. Meanwhile, optimize product mix and further develop value-added capabilities to maximize margins. Manufacturers can take advantage of this situation by reinforcing their production units and supply-chains to avoid any delay in production turn-around-times (TAT) and supply-lead-times.

Significant and lasting barriers make entry into this market difficult. These barriers include, but are not limited to: (i) product development costs; (ii) capital requirements; (iii) intellectual property rights; (iv) regulatory requirement; and (v) Transitions' unfair methods of competition.

Despite the presence of competition problems, due to the global recovery trend is clear, investors are still optimistic about this area, the future will still have more new investment enter the field. Even so, the market is intensely competitive. The study group recommends the new entrants just having money but without technical advantage and upstream and downstream support do not to enter into this field.

Over the next five years, LPI(LP Information) projects that Super Absorbent Pet Pad will register a 3.3% CAGR in terms of revenue, reach US\$ 710 million by 2023, from US\$ 580 million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Super Absorbent Pet Pad market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Small

Medium

Large

X-Large

Others

Segmentation by application:

Dogs

Cats

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Tianjin Yiyihygiene

Hartz (Unicharm)

Jiangsu Zhongheng

DoggyMan

Richell

IRIS USA

U-PLAY

JiangXi SenCen

WizSmart (Petix)

Four Paws (Central)

Simple Solution (Bramton)

Paw Inspired

Mednet Direct

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

RESEARCH OBJECTIVES

To study and analyze the global Super Absorbent Pet Pad consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Super Absorbent Pet Pad market by identifying its various subsegments.

Focuses on the key global Super Absorbent Pet Pad manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Super Absorbent Pet Pad with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Super Absorbent Pet Pad submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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