

# Dog Care in Germany - Market Summary, Competitive Analysis and Forecast to 2024

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## Abstracts

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### SUMMARY

Dog Care in Germany industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The dog care market consists of retail sales of dog food, dog chews & treats, and dog toys. The dog food segment consists of dry dog food, moist dog food and puppy food. The dog chews & treats segment consist of dog chews (edible or hide-based dog products designed to promote dental health through chewing) and other dog treats (all other healthy and/or sweet snacks and treats sold specifically for consumption by domestic dogs). The dog toys segment consists of non-food items bought for dogs to play or exercise with, such as fetch toys, rubber bones and squeaky toys. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2019 exchange rates.

The German Dog care market had total revenues of \$1,851.9m in 2019, representing a compound annual growth rate (CAGR) of 2.9% between 2015 and 2019.

Market consumption volumes declined with a compound annual rate of change (CARC) of -0.2% between 2015-2019, to reach a total of 501.4 million kg in 2019.

Improving economic conditions coupled with increase in spending power has resulted in moderate growth during the review period.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the dog care market in Germany

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the dog care market in Germany

Leading company profiles reveal details of key dog care market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Germany dog care market with five year forecasts by both value and volume

## **REASONS TO BUY**

What was the size of the Germany dog care market by value in 2019?

What will be the size of the Germany dog care market in 2024?

What factors are affecting the strength of competition in the Germany dog care market?

How has the market performed over the last five years?

Who are the top competitors in Germany's dog care market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value
- 3.2. Market volume

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast
- 5.2. Market volume forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power

- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Market share
- 7.2. Who are the leading players in the German dog care market?
- 7.3. Which companies have been most successful in increasing their market shares in the last four years (2015-2019)?
- 7.4. What are the most popular brands in the market?
- 7.5. What have been the largest deals in the German dog care market in recent years?

## **8 COMPANY PROFILES**

- 8.1. Mars, Incorporated
- 8.2. Nestle SA
- 8.3. Tiernahrung Deurerer GmbH

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: Germany dog care market value: \$ million, 2015-19

Table 2: Germany dog care market volume: million kg, 2015-19

Table 3: Germany dog care market category segmentation: \$ million, 2019

Table 4: Germany dog care market geography segmentation: \$ million, 2019

Table 5: Germany dog care market distribution: % share, by value, 2019

Table 6: Germany dog care market value forecast: \$ million, 2019-24

Table 7: Germany dog care market volume forecast: million kg, 2019-24

Table 8: Germany dog care market share: % share, by value, 2019

Table 9: Mars, Incorporated: key facts

Table 10: Mars, Incorporated: Key Employees

Table 11: Nestle SA: key facts

Table 12: Nestle SA: Annual Financial Ratios

Table 13: Nestle SA: Key Employees

Table 14: Nestle SA: Key Employees Continued

Table 15: Tiernahrung Deurerer GmbH: key facts

Table 16: Tiernahrung Deurerer GmbH: Key Employees

Table 17: Germany size of population (million), 2015-19

Table 18: Germany gdp (constant 2005 prices, \$ billion), 2015-19

Table 19: Germany gdp (current prices, \$ billion), 2015-19

Table 20: Germany inflation, 2015-19

Table 21: Germany consumer price index (absolute), 2015-19

Table 22: Germany exchange rate, 2015-19

## List Of Figures

### LIST OF FIGURES

Figure 1: Germany dog care market value: \$ million, 2015-19

Figure 2: Germany dog care market volume: million kg, 2015-19

Figure 3: Germany dog care market category segmentation: % share, by value, 2019

Figure 4: Germany dog care market geography segmentation: % share, by value, 2019

Figure 5: Germany dog care market distribution: % share, by value, 2019

Figure 6: Germany dog care market value forecast: \$ million, 2019-24

Figure 7: Germany dog care market volume forecast: million kg, 2019-24

Figure 8: Forces driving competition in the dog care market in Germany, 2019

Figure 9: Drivers of buyer power in the dog care market in Germany, 2019

Figure 10: Drivers of supplier power in the dog care market in Germany, 2019

Figure 11: Factors influencing the likelihood of new entrants in the dog care market in Germany, 2019

Figure 12: Factors influencing the threat of substitutes in the dog care market in Germany, 2019

Figure 13: Drivers of degree of rivalry in the dog care market in Germany, 2019

Figure 14: Germany dog care market share: % share, by value, 2019

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