

# Pet Healthcare in Germany - Market Summary, Competitive Analysis and Forecast to 2024

<https://marketpublishers.com/r/PBB5E8B05D8DEN.html>

Date: May 2021

Pages: 43

Price: US\$ 350.00 (Single User License)

ID: PBB5E8B05D8DEN

## Abstracts

Pet Healthcare in Germany - Market Summary, Competitive Analysis and Forecast to 2024

### SUMMARY

Pet Healthcare in Germany industry profile provides top-line qualitative and quantitative summary information including: market size (value 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 pet healthcare market consists of the retail sale of pet supplements, worming treatments, external parasite treatments, grooming products and other pet healthcare products. 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. In the distribution channel breakdown, the 'other specialist retailers' channel refers specifically to specialist pet stores.

The German pet healthcare market had total revenues of \$648.5m in 2019, representing a compound annual growth rate (CAGR) of 1.3% between 2015 and 2019.

Market consumption volume increased with a CAGR of 0.004% between 2015 and 2019, to reach a total of 92.2 million units in 2019.

In Germany, due to the annual dog tax, known as Hundesteuer, the number of dogs being kept as pets is declining.

## SCOPE

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

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

Leading company profiles reveal details of key pet healthcare market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Germany pet healthcare market with five year forecasts

## REASONS TO BUY

What was the size of the Germany pet healthcare market by value in 2019?

What will be the size of the Germany pet healthcare market in 2024?

What factors are affecting the strength of competition in the Germany pet healthcare market?

How has the market performed over the last five years?

What are the main segments that make up Germany's pet healthcare 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 pet healthcare market?
- 7.3. Which companies were the most successful at increasing their market shares during 2015-2019?
- 7.4. Which companies' market shares suffered during the same period?
- 7.5. What are the most popular brands in the market?
- 7.6. What have been the largest deals in the German pet healthcare market in recent years?

## **8 COMPANY PROFILES**

- 8.1. Rolf C. Hagen Inc
- 8.2. Bayer AG
- 8.3. Boehringer Ingelheim GmbH
- 8.4. Eli Lilly and Company

## **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 pet healthcare market value: \$ million, 2015-19
- Table 2: Germany pet healthcare market volume: million units, 2015-19
- Table 3: Germany pet healthcare market category segmentation: \$ million, 2019
- Table 4: Germany pet healthcare market geography segmentation: \$ million, 2019
- Table 5: Germany pet healthcare market distribution: % share, by value, 2019
- Table 6: Germany pet healthcare market value forecast: \$ million, 2019-24
- Table 7: Germany pet healthcare market volume forecast: million units, 2019-24
- Table 8: Germany pet healthcare market share: % share, by value, 2019
- Table 9: Rolf C. Hagen Inc: key facts
- Table 10: Rolf C. Hagen Inc: Key Employees
- Table 11: Bayer AG: key facts
- Table 12: Bayer AG: Annual Financial Ratios
- Table 13: Bayer AG: Key Employees
- Table 14: Bayer AG: Key Employees Continued
- Table 15: Boehringer Ingelheim GmbH: key facts
- Table 16: Boehringer Ingelheim GmbH: Key Employees
- Table 17: Eli Lilly and Company: key facts
- Table 18: Eli Lilly and Company: Annual Financial Ratios
- Table 19: Eli Lilly and Company: Key Employees
- Table 20: Eli Lilly and Company: Key Employees Continued
- Table 21: Germany size of population (million), 2015-19
- Table 22: Germany gdp (constant 2005 prices, \$ billion), 2015-19
- Table 23: Germany gdp (current prices, \$ billion), 2015-19
- Table 24: Germany inflation, 2015-19
- Table 25: Germany consumer price index (absolute), 2015-19
- Table 26: Germany exchange rate, 2015-19

## List Of Figures

### LIST OF FIGURES

Figure 1: Germany pet healthcare market value: \$ million, 2015-19

Figure 2: Germany pet healthcare market volume: million units, 2015-19

Figure 3: Germany pet healthcare market category segmentation: % share, by value, 2019

Figure 4: Germany pet healthcare market geography segmentation: % share, by value, 2019

Figure 5: Germany pet healthcare market distribution: % share, by value, 2019

Figure 6: Germany pet healthcare market value forecast: \$ million, 2019-24

Figure 7: Germany pet healthcare market volume forecast: million units, 2019-24

Figure 8: Forces driving competition in the pet healthcare market in Germany, 2019

Figure 9: Drivers of buyer power in the pet healthcare market in Germany, 2019

Figure 10: Drivers of supplier power in the pet healthcare market in Germany, 2019

Figure 11: Factors influencing the likelihood of new entrants in the pet healthcare market in Germany, 2019

Figure 12: Factors influencing the threat of substitutes in the pet healthcare market in Germany, 2019

Figure 13: Drivers of degree of rivalry in the pet healthcare market in Germany, 2019

Figure 14: Germany pet healthcare market share: % share, by value, 2019

## I would like to order

Product name: Pet Healthcare in Germany - Market Summary, Competitive Analysis and Forecast to 2024

Product link: <https://marketpublishers.com/r/PBB5E8B05D8DEN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/PBB5E8B05D8DEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

