

Brazil Pet Care Market Size & Analysis by Type (Dog Food, Cat Food, Pet Healthcare, Cat Litter, Pet Dietary Supplements, and Others) Forecast and Opportunities, 2018-2023

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Abstracts

Brazil is the largest economy in South America region and it houses over 207 million people. The country recorded negative economic growth in 2016 as well as in 2017. However, despite this weak economic progress, country's pet care industry showed promise and recorded double digit value growth during 2012-17. Brazil is already world's third largest pet care market after United States and United Kingdom. Besides, country's GDP growth improved in the fourth quarter of 2017 and IMF forecast for Brazilian economy for 2018 and 2019 is much better. This will improve business sentiments and benefit different industries including pet care market.

According to Marketmonitor's latest report, "Brazil Pet Care Market Size & Analysis by Type (Dog Food, Cat Food, Pet Healthcare, Cat Litter, Pet Dietary Supplements, and Others) Forecast and Opportunities, 2018-2023", Brazil pet care market registered double digit value CAGR despite headwinds like slowing economic growth and weak consumer sentiment in the last couple of years. Country's pet care industry advanced with a value CAGR of over 10% during 2012-17 and it is forecast to reach over USD 9 Billion by 2023. Dog food and cat food is the engine of pet care market in Brazil and the category accounted for over XX% and XX% value share respectively in year 2017. Growing pet humanization coupled with change in the lifestyle & consumption pattern has helped pet care market considerably.

Brazil is home to over 57 million dogs and 26 million cats and Brazilian pet parents are keeping a separate budget for their pets and treating their pets as family members, the pet humanization trend is anticipated to continue through 2023 and onwards. Wet pet

food is witnessing an increase in its uptake and the penetration is likely to go up through 2023 as the category offers higher margin compared to dry pet food.

As far as competitive landscape is concerned, Mars Brasil continues to be the market leader, followed by Nestlé Brasil and Grandfood Industria. As of 2017, the top five companies account for over 51% market share in Brazil's pet care market. Brazil has seen growing investment from companies like Mars and Nestlé, who have announced significant investments in the country. Other companies are also forecast to commit more resources to set up their manufacturing units in Brazil and pet care companies will look to export to neighbouring countries like Argentina, Colombia, Peru and others.

Brazil Pet Care report elaborates the following aspects of pet care market.

Brazil Pet Care Market Size, Share & Forecast

Segmental Analysis: By Type (Dog Food, Cat Food, Pet Healthcare, Cat Litter, Pet Dietary Supplements, and Others) By Company & By Region

Key Industry Drivers & Challenges

Market Trends & Developments

Brazil Macro Economic Analysis

Competitive Landscape & Strategic Recommendations

WHY YOU SHOULD BUY THIS REPORT?

To have a comprehensive understanding of Brazil pet care market

To help pet care companies in making informed decision through in-depth knowledge of the macro drivers, challenges and on-going industry trends

To obtain competitive advantage over your rivals

To add weight to presentations and marketing material

To avail 15% customization in the report without any extra charges and get

research data or trends added in the report as per the buyer's specific needs

RESEARCH METHODOLOGY

Marketmonitor uses primary and secondary sources to collect the information and validates them to present the 360 degree view of the industry. Primary research includes interviews with pet food companies, retailers and industry analysts while Secondary research focuses on intensive and extensive search of relevant publications i.e. industry magazines, public and private institutions' industry studies, company annual reports, and other proprietary databases.

Contents

1. PRODUCT OVERVIEW

2. EXECUTIVE SUMMARY

3. RESEARCH METHODOLOGY

4. ANALYST VIEW

5. GLOBAL PET CARE MARKET OVERVIEW

6. BRAZIL PET CARE MARKET OUTLOOK

6.1. Pet Care Market Size, By Value

6.2. Pet Food Market Size, By Volume

6.3. Pet Care Market Analysis

6.4. Market Share and Forecast

6.4.1. By Product Type

6.4.2. By Company, By Value

6.4.3. By Region, By Value

7. BRAZIL DOG FOOD MARKET OUTLOOK

7.1. Market size and Forecast By Value

7.2. Dog Food Brand Share

7.3. Pricing Analysis

8. BRAZIL CAT FOOD MARKET OUTLOOK

8.1. Market size and Forecast By Value

8.2. Pricing Analysis

9. BRAZIL PET HEALTHCARE MARKET OUTLOOK

9.1. Market size and Forecast By Value

10. BRAZIL OTHERS PET FOOD MARKET OUTLOOK

10.1. Market size and Forecast By Value

11. BRAZIL CAT LITTER MARKET OUTLOOK

11.1. Market size and Forecast By Value

12. BRAZIL PET DIETARY SUPPLEMENTS MARKET OUTLOOK

12.1. Market size and Forecast By Value

13. BRAZIL OTHER PET PRODUCTS MARKET OUTLOOK

13.1. Market size and Forecast By Value

14. SUPPLY CHAIN ANALYSIS

15. MARKET DYNAMICS

15.1. Drivers

15.2. Challenges

16. BRAZIL PET CARE TRENDS, OPPORTUNITIES & DEVELOPMENTS

17. PET CARE POLICY AND REGULATORY LANDSCAPE

18. BRAZIL ECONOMIC PROFILE

18.1. Brazil Economic Profile

18.2. Economic Analysis

19. COMPETITIVE LANDSCAPE

19.1. Mars Brasil Alimentos Ltda

19.2. Nestlé Brasil Ltda

19.3. Grandfood Industria e Comercio Ltda

19.4. Total Alimentos S.A.

19.5. Mogiana Alimentos SA

19.6. Royal Canin do Brasil Indústria e Comércio Ltda

19.7. Indústria e Comércio de Alimentos Desidratados Alcon Ltda

19.8. Lupus Desenvolvimento em Alimentos Ltda

20. STRATEGIC RECOMMENDATIONS

List Of Figures

LIST OF FIGURES

1. Brazil Pet Care Market Size, By Value (USD Million), 2012-2023F
2. Brazil Pet Food Market Size, By Volume (Million Tonnes) 2012-2023F
3. Brazil Pet Care Market Share, By Type, By Value, 2012-2023F
4. Brazil Pet Care Market Share, By Company, By Value, 2012-2023F
5. Brazil Pet Care Market Share, By Region, By Value, 2012-2023F
6. Brazil Dog Food Market Size, By Value (USD Million), 2012-2023F
7. Brazil Dog Food Brand Share, By Company, 2017
8. Brazil Cat Food Market Size, By Value (USD Million), 2012-2023F
9. Brazil Cat Ownership Households (%), 2012-2017
10. Brazil Pet Healthcare Market Size, By Value (USD Million), 2012-2023F
11. Brazil Other Pet Food Market Size, By Value (USD Million), 2012-2023F
12. Brazil Cat Litter Market Size, By Value (USD Million), 2012-2023F
13. Brazil Pet Dietary Supplements Market Size, By Value (USD Million), 2012-2023F
14. Brazil Other Pet Products Market Size, By Value (USD Million), 2012-2023F
15. Brazil Dog Population, Million, 2012-2017
16. Brazil Cat Population, Million, 2012-2017

List Of Tables

LIST OF TABLES

1. South Region Population (Million), 2016
2. West Region Population (Million), 2016
3. North Region Population (Million), 2016
4. East Region Population (Million), 2016
5. Brazil Dog Food Prices, USD
6. Brazil Cat Food Prices, USD
7. Other Pet Population, Million, 2013-2017

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