

France Pet Food Market, Population by Animal Type, Products (Premium, Economy, Mid-priced, Treats, Mixers), Distribution, Product Launch, Company

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Abstracts

France, a developed country with an aging population, people are turning to cats and dogs for companionship while other than the age group, young people are living mostly single or childless view pets as a better alternative. Almost half of the French household owns pet including cats, dogs, birds, fish, rabbit, and others. Pet owners are increasingly taking care of their pet's food as some pet foods may cause health allergies and deteriorate their pets' general wellbeing or level of fitness. In France, pets are more seen as family members, and so the pet owners are gradually buying premium pet foods which are customized particularly for their pet's breed and age. Hence, French pet owners spend more on their pet functional foods and their supplements. Also, French pet owners are especially looking out for the products that contain a best possible nutritional value for their pets, as they think it reflects their own values and lifestyle choice, which is further expected to drive the growth of France Pet Food Market immensely. France Pet Food Market is expected to be USD 5 Billion by the end of year 2025.

French pet owners increasingly want healthy food choices for their pet. On an estimate in the major EU5 market, nearly 5,000 pet food products were launched in a period of 2015 to 2018, of which more than 700 products were launched in France only. Witnessing the growing consumer demand, pet food manufacturers are increasingly focused to improve its products quality and expand its product portfolio in the region, which further provides traction to the France Pet Food Market to the years yet to come.

Renub Research report titled 'France Pet Food Market, Population by Animal Type (Cat, Dog, Others) Products - Premium, Economy, Mid-priced (Food - Dry, Wet), Dog/Cat (Treats, Mixers), Distribution (Store-based Retailing, Online Selling, Veterinary Clinics),

Product Launch (Claims, Nutritional Component, Flavors) Company (Mars Incorporated, Nestle Purina, Royal Canin, Hill's Pet Nutrition)" provides an all-encompassing analysis on the France Pet Food Market.

Animal Type – France Pet Food Market by Products & Sub-products

In this report we have divided Dog and Cat food market in 4 products and all these 4 products is further divided into 2 sub-products.

- 1) Premium Food, (Premium Dry Food, Premium Wet Food)
- 2) Dog/Cat Treats and Mixers (Dog/Cat Mixers, Dog/Cat Treats)
- 3) Economy Food (Economy Dry Food, Economy Wet Food)
- 4) Mid-Priced Food (Mid-priced Dry Food, Mid-priced Wet Food)

By distribution channel Online Market Is Growing

By distribution channel, we have segmented, Store-based Retailing, Non-Store Retailing (Online), Non-Retail Channels (Veterinary Clinics). In France pet food market, Non-Store Retailing (Online) is growing at a fast pace.

In France, fast development of electronic commerce (e-commerce) and coverage of internet access is growing; consumers are more comfortable with online purchasing of pet food items. Companies like Amazon, Taobao.com, Petco etc were fastest growing online channels in France pet food market. Grocery stores, especially in supermarkets and hypermarkets are some of the preferred stores for France Pet owners.

Product Launched in France during 2015 to 2018

In this report, we have investigated, Product Claims, Nutritional Component, Flavors, and New Product Examples for Pet food. In addition, a total of 4,989 products were launched in 5 European countries, and in France 726 products were launched. Hello Cat Aliment (Mini Chicken Strips) Cat snacks and treats, Advance Veterinary Diets (Cat food dry) was launched in France from March 2015 to March 2018.

Company Analysis

In this report we have investigated key initiatives of companies such as Hill's Pet Nutrition, Mars Incorporated, Nestle Purina Pet Food and Royal Canin

Animal Type (Dog & Cat) – Products & Sub-products

Premium Wet Food

Premium Dry Food

Premium Wet Food

Dog/Cat Treats and Mixers

Dog/Cat Mixers

Dog/Cat Treats

Economy Food

Economy Dry Food

Economy Wet Food

Mid-Priced Food

Mid-priced Dry Food

Mid-priced Wet Food

By Distribution Channel

Store-based Retailing

Non-Store Retailing (Online)

Non-Retail Channels (Veterinary Clinics)

Pet Food - Product Launched

Product Claims

Nutritional Component

Flavors

New Product Examples

Company Analysis

Mars Incorporated

Nestle Purina Pet Food

Royal Canin

Hill's Pet Nutrition

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