

United States Pet Food Market, Population by Animal Type (Dog, Cat, Bird, Fish, etc.) Products - Premium, Economy, Mid-priced, Dog/Cat (Treats, Mixers), Distribution, Company

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Abstracts

Pet food comprises vegetable fats, plant ingredients such as barley, corn, cereals, peas, and grains. This provides proper food nutrition to pets which are vital for day to day activities — at the same time maintaining and repairing muscles, teeth, and bones, and it also prevents infectious diseases. These benefits, coupled with the pet humanization trend in the United States, propelling the demand for pet food in the country. According to Renub Research United States Pet Food Market is expected to be more than US\$ 29 Billion opportunities by 2025.

Pet owners in the United States are in the hunt for products which combat allergies, infectious diseases as well as enhancing overall health and life expectancy of pets. Thus, a rise in the demand for pet food comprises organic ingredients, free from pesticides, artificial flavors. Pet food industry leaders are focusing on resourcing ethically-viable products and incorporating changes in the manufacturing process.

Companies like Mars, JM Smucker, and Nestle Purina leading the Dog food and Cat food in the United States, all of which has a strong presence in the specialty channels. In the Cat food, Nestle Purina holds the overall market and its top product like Fancy feast and Friskies. JM Smucker with top brands like 9 Lives and Meow Mix. Another player in this category Mars with its top brands like Lams and Whiskas in dry food and Whiskas, Lams and Sheba in the wet food.

Renub Research report titled “United States Pet Food Market, Population by Animal Type (Dog, Cat, Bird, Fish, Small Mammal / Reptile) Products - Premium, Economy,

Mid-priced (Food - Dry, Wet), Dog/Cat (Treats, Mixers), Distribution (Store-based Retailing, Online Selling, Veterinary Clinics), Company (J.M Smucker, Blue Buffalo, Nestle Purina, Mars Incorporated)” provides an all-encompassing analysis on the United States Pet Food Market.

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

Dog Food

- Dog treats and mixers

- Dry dog food

- Wet dog food

Cat Food

- Cat treats and mixers

- Dry Cat food

- Wet Cat food

Other Pet Animal Food

Bird Food

Fish Food

Small Mammal / Reptile Food

By Distribution Channel

- Stores

- Online

Online, Picked in Stores

Smart phone or App

Smartphone picked in Stores

Company Analysis

Nestle Purina

Mars Incorporated

JM Smucker

Blue Buffalo

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