

Pet Food Market in Israel 2022

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Abstracts

Pet food is animal feed intended for consumption by pets. Typically sold in pet stores and supermarkets, it is usually specific to the type of animal, such as dog, cat, as well as bird food or fish. According to StrategyHelix, the pet food market in Israel is expected to increase by US\$ 154.0 million during 2022-2028, expanding at a CAGR of 6.5% during the forecast period. Pets provide well-being benefits for people because humans imbue these animals with socially-supportive attributes, that in turn, psychologically translate into experiencing social support from them. Nowadays, the majority of dog and cat owners report that their pet is a family member just like anyone else. The humanization of pets is the main driver for the pet food market. With this increase in humanization, pets are being treated with more care and hygiene, which has increased consumer demand for high-quality pet food products.

The report provides up-to-date market size data for period 2018-2021 and forecast to 2028 covering key market aspects like sales value and volume for pet food. The Israel pet food market is segmented on the basis of product, pricing, and retail channel. Based on product, the pet food market in Israel is categorized into cat food, dog food, others. On the basis of pricing, the pet food market in Israel has been segmented into economy pet food, premium pet food. The economy pet food segment captured the largest share of the market in 2021. By retail channel, the pet food market in Israel has been segmented into e-commerce, pet specialty stores, supermarkets and hypermarkets, veterinary clinics, others.

The dog food market is further segmented into dry dog food, mixers & treats, and wet dog food. The dry dog food segment was the largest contributor to the Israel pet food market in 2021. Furthermore, the cat food market has been categorized into dry cat food, mixers & treats, and wet cat food. The dry cat food segment is estimated to account for the largest share of the pet food market in Israel. The other pet food market is further divided into bird food, fish food, and others.

The Israel pet food market is highly competitive. The report also includes the profiles of leading companies such as Nestle S.A., Maabarot Products Ltd., Mars Incorporated, Petcurean Pet Products Inc. (PPN Limited Partnership), Champion Petfoods LP, Nexus Capital Management LP (Natural Balance), Monge & C. S.p.a., Schell and Kampeter Inc., Colgate-Palmolive Company, Nature's Variety Inc., Midwestern Pet Foods Inc., Agrolimen SA, Techni-Cal International B.V., Agras Delic spa, Randi Ltd. Competitive landscape gives a description of the competitive nature of the pet food market in Israel and a description of the leading companies. Key financial deals which have shaped the market in recent years are identified.

Report Scope

Product: cat food, dog food, others

Pricing: economy pet food, premium pet food

Retail channel: e-commerce, pet specialty stores, supermarkets and hypermarkets, veterinary clinics, others

Years considered: this report covers the period 2018 to 2028

Company mentioned: Nestle S.A., Maabarot Products Ltd., Mars Incorporated, Petcurean Pet Products Inc. (PPN Limited Partnership), Champion Petfoods LP, Nexus Capital Management LP (Natural Balance), Monge & C. S.p.a., Schell and Kampeter Inc., Colgate-Palmolive Company, Nature's Variety Inc., Midwestern Pet Foods Inc., Agrolimen SA, Techni-Cal International B.V., Agras Delic spa, Randi Ltd.

Key Benefits for Stakeholders

Get a comprehensive picture of the Israel pet food market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Supermarkets and hypermarkets
Veterinary clinics
Others

PART 6. KEY COMPANIES

Nestle S.A.
Maabarot Products Ltd.
Mars, Incorporated
Petcurean Pet Products, Inc. (PPN Limited Partnership)
Champion Petfoods LP
Nexus Capital Management LP (Natural Balance)
Monge & C. S.p.a.

Schell and Kampeter Inc.
Colgate-Palmolive Company
Nature's Variety, Inc.
Midwestern Pet Foods, Inc.
Agrolimen SA
Techni-Cal International B.V.
Agras Delic spa
Randi Ltd.
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