

Pet Food Market in New Zealand 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. The pet food market in New Zealand is poised to grow by US\$ 97.0 million during 2022-2028, progressing at a CAGR of 2.7% during the forecast period, according to data and analytics company StrategyHelix. 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 New Zealand pet food market is segmented on the basis of product, pricing, and retail channel. By product, the pet food market in New Zealand has been segmented into cat food, dog food, others. Based upon pricing, the pet food market in New Zealand is categorized into economy pet food, premium pet food. According to the research, the economy pet food segment had the largest share in the pet food market in New Zealand. On the basis of retail channel, the pet food market in New Zealand 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 is estimated to account for the largest share of the pet food market in New Zealand. Furthermore, the cat food market has been categorized into dry cat food, mixers & treats, and wet cat food. The dry cat food segment held the largest share of the New Zealand pet food market in 2021 and is

anticipated to hold its share during the forecast period. The other pet food market is further divided into bird food, fish food, and others.

The New Zealand pet food market is highly competitive. The leading players in the pet food market include Mars Incorporated, Nestle S.A., The Kraft Heinz Company, EBOS Group Limited, Butch Petfoods Ltd & Co., New Hope Group Co. Ltd., Colgate-Palmolive Company. Competitive landscape gives a description of the competitive nature of the pet food market in New Zealand 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: Mars Incorporated, Nestle S.A., The Kraft Heinz Company, EBOS Group Limited, Butch Petfoods Ltd & Co., New Hope Group Co. Ltd., Colgate-Palmolive Company

Key Benefits for Stakeholders

Get a comprehensive picture of the New Zealand 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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Nestle S.A.
The Kraft Heinz Company
EBOS Group Limited
Butch Petfoods Ltd & Co.
New Hope Group Co., Ltd.
Colgate-Palmolive Company

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