

# **U.S. Pet Food (Dry Food, Wet Food and Treat & Snacks/Mixers) Market for Dogs, Cats and Other Pets 2014 - 2020**

<https://marketpublishers.com/r/U1FBF4F31F7EN.html>

Date: September 2015

Pages: 62

Price: US\$ 4,195.00 (Single User License)

ID: U1FBF4F31F7EN

## **Abstracts**

The report covers forecast and analysis for the U.S. pet food market on a regional level. The study provides historic data of 2014 along with a forecast from 2015 to 2020 based on both volumes (kilo tons) and revenue (USD billion). The study includes drivers and restraints for the U.S. pet food market along with the impact they have on the demand over the forecast period. Additionally, the report includes the study of opportunities available in the pet food market in the U.S..

In order to give the users of this report a comprehensive view on the pet food in the U.S. country, we have included a detailed competitive scenario and product portfolio of the major industry participants and buying criteria of the buyers. To understand the competitive landscape in the market, an analysis of Porters Five Forces model for the pet food market has also been included. The study encompasses a market attractiveness analysis, wherein product segments are benchmarked based on their market size, growth rate and general attractiveness.

The study provides a decisive view on the pet food market in U.S. by segmenting the market based on applications. All the application segments have been analyzed based on present and future trends and the market is estimated from 2014 to 2020. Key products market covered under this study includes dry food, wet food and treat snacks/mixers. Key applications market covered under this study includes dogs, cats and other pets. This segmentation includes demand for pet food based on individual product and application segments in the U.S.

Some of the key participants for the U.S. pet food market includes Mars Petcare Inc., PG PetCare, Big Heart Pet Brands, Nestle Purina PetCare, Diamond Pet Foods, Hills

Pet Nutrition, Deurer, WellPet, Blue Buffalo, and Heristo AG.

The report segments the U.S. pet food market as:

U.S. Pet Food Market: Product Segment Analysis

Dry Food

Wet Food

Treat and Snacks/Mixers

U.S. Pet Food Market: Application Segment Analysis

Dogs

Cats

Other Pets

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