Australia Pet Food Market Forecast and Opportunities, 2019

Description: Over the last few years, Australia has been witnessing significant growth in pet ownership with more and more households adopting dogs, cats and other animals for various reasons like security and recreational purposes. As a result, the demand for pets is increasing in the country, which in turn is driving pet food sales. In Australia, people prefer keeping dog as pet over cat and other animals. In 2013, around 61% of the pet owners in Australia had dogs, while the remaining had cats, fishes, birds, rabbits, etc. as pets. Cat, on the other hand, is a more popular pet among affluent class people in the country. The population of pet fish is also increasing as people are moving into smaller houses and high-rise apartments due to increasing urbanization. Since keeping a large pet like dog or cat as pet in smaller dwellings is not feasible, the adoption of fish as pet is also increasing among pet enthusiasts in the country. In addition, the fact that fishes occupy very less space and their maintenance is cheaper is also leading to their higher adoption among Australians, thereby driving the demand for fish food in the country. Due to increase in income level, majority of the pet owners, especially those living in New South Wales/ Australian Capital Territory (NSW/ACT) and Queensland, prefer prepared packaged pet food over home-cooked food for their pets.

According to “Australia Pet Food Market Forecast & Opportunities, 2019”, the Australian pet food market is projected to grow at CAGR of around 2.94% till 2019. Increasing number of old-age couples and DINK (Dual Income, No Kid) families, and rising disposable income are the major factors driving pet adoption in the country. Significant growth witnessed in separation rate among Australians is also a major factor driving the demand for pet food in the country. Region-wise, NSW/ACT represents the leading market for pet food products in the country due to higher pet population as well as per capita income of people living in the region. The Australian pet food market is flooded with a variety of brands offering pet food in dry, wet as well as treat/snack form. Leading pet food manufacturers operating in the Australian market include Mars International, Nestle Purina, Connex United Processors, The Great Australian Pet food Co., etc. With rising retail units in the country, these companies are generating majority of their revenues from exclusive retail outlets and supermarkets in the country. Royal Canin, a leading brand of Mars International, is the most popular dog food brand among middle income families in the country. “Australian Pet Food Market Forecast & Opportunities, 2019” report elaborates following aspects related to pet food market in Australia:

- Australia Pet Food Market Size, Share & Forecast
- Segmental Analysis – Dog, Cat and Fish Food
- Policy & Regulatory Landscape
- Changing Market Trends & Emerging Opportunities
- Competitive Landscape & Strategic Recommendations

Why You Should Buy This Report?

- To gain an in-depth understanding of pet food market in Australia
- To identify ongoing trends and anticipated growth in the coming years
- To help industry consultants, distributors and dealers align their market-centric strategies
- To obtain research based business decision and add weight to presentations and marketing materials
- To gain competitive knowledge of leading players
- To avail 10% customization in the report without any extra charges and get the research data or trends added in the report as per the buyer’s specific needs

Report Methodology

The information contained in this report is based upon both primary and secondary sources. Primary research included interviews with pet food manufacturers and industry experts. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports, and proprietary databases.

Contents:
1. Research Methodology
2. Analyst View
3. Global Pet Food Market Overview
4. Australia Pet Food Market Outlook
   4.1. Market Size & Forecast
      4.1.1. By Value
   4.2. Market Share & Forecast
      4.2.1. By Pet Type
      4.2.2. By Food Type
      4.2.3. By Region
      4.2.4. By Company
5. Australia Dog Food Market Outlook
   5.1. Market Size & Forecast
      5.1.1. By Value
   5.2. Market Share & Forecast
      5.2.1. By Food Type
      5.3. Price Point Analysis
6. Australia Cat Food Market Outlook
   6.1. Market Size & Forecast
      6.1.1. By Value
   6.2. Market Share & Forecast
      6.2.1. By Food Type
      6.3. Price Point Analysis
7. Australia Fish Food Market Outlook
   7.1. Market Size & Forecast
      7.1.1. By Value
   7.2. Price Point Analysis
8. Supply Chain Analysis
9. Australia Pet Food Market Dynamics
   9.1. Drivers
   9.2. Challenges
10. Australia Pet Food Market Trends
    10.1. Increasing Online Marketing
    10.2. Expansion of Retail Footprint
    10.3. Innovation in Packaging
    10.4. Pet Care Service Centre
11. Policy & Regulatory Landscape
12. Australia Economic Profile
13. Competitive Landscape
   13.1. Mars Australia Pty Ltd.
   13.2. Nestle Purina
   13.3. The Great Australian Pet Food Co. Pty Ltd
   13.4. Advanced Pet Care of Australia Pty Ltd
   13.5. Connex United Processors
   13.6. Australian Pet Essentials. Pty Ltd.
   13.7. The Complete Pet Company
   13.8. Dried & True Pty Ltd
   13.9. V.I.P. Petfoods
   13.10. Hypro Petcare
   13.11. Australian Pet Treat Company
14. Strategic Recommendations
15. Annexure
15.1. Questionnaire

List of Figures

Figure 1: Global Pet Food Market Size, By Value, 2009-2019F (USD Billion)
Figure 2: Households with Pets in Europe & US, 2009 (Million)
Figure 3: Australia Pet Food Market Size, By Value, 2009-2019F (USD Billion)
Figure 4: Australia Pet Population, By Pet Type, 2009
Figure 5: Pet Ownership by Households in Australia, UK, US, By Pet Type, 2009
Figure 6: Australia Expenditure on Pets, By Segment, By Value, 2009 (USD Million)
Figure 7: Australia Expenditure on Pets, By Pet Type, By Value, 2009 (USD Million)
Figure 8: Australia Pet Food Market Share, By Pet Type, By Value, 2013
Figure 9: Australia Pet Food Market Share, By Pet Type, By Value, 2019F
Figure 10: Australia Pet Food Market Share, By Food Type, By Value, 2013
List of Tables

Table 1: Global Leading Pet Food Market Player Details, 2009
Table 2: Pet Food Items, By Category, By Pet Type
Table 3: Australia Major Pet Food Manufacturers Details
Table 4: Nutro & Natural Choice Average Dog Food Prices, 2014 (USD per Kg)
Table 5: Royal Canin Average Dog Food Prices, 2014 (USD per Kg)
Table 6: K9 Naturals Average Dog Food Prices, 2014 (USD per Kg)
Table 7: Wellness Average Dog Food Prices, 2014 (USD per Kg)
Table 8: Holistic Average Dog Food Prices, 2014 (USD per Kg)
Table 9: Wellness Average Dog Food Prices, 2014 (USD per Kg)
Table 10: Ideal Balance Average Dog Food Prices, 2014 (USD per Kg)
Table 11: Iams Average Dog Food Prices, 2014 (USD per Kg)
Table 12: Optimum Average Dog Food Prices, 2014 (USD per Kg)
Table 13: Super Coat Average Dog Food Prices, 2014 (USD per Kg)
Table 14: Australia Average Dog Food Prices, By Major Brands, 2014 (USD per Kg)
Table 15: Royal Canin Average Cat Food Prices, 2014 (USD per Kg)
Table 16: Nutro & Natural Choice Average Cat Food Prices, 2014 (USD per Kg)
Table 17: Nutro Average Cat Food Prices, 2014 (USD per Kg)
Table 18: Nutro Average Cat Food Prices, 2014 (USD per Kg)
Table 19: Holistic Average Cat Food Prices, 2014 (USD per Kg)
Table 20: Ideal balance Average Cat Food Prices, 2014 (USD per Kg)
Table 21: Iams Average Cat Food Prices, 2014 (USD per Kg)
Table 22: Optimum Average Cat Food Prices, 2014 (USD per Kg)
Table 23: Super coat Average Cat Food Prices, 2014 (USD per Kg)
Table 24: Greenies Average Cat Food Prices, 2014 (USD per Kg)
Table 25: Pit R Rat Average Cat Food Prices, 2014 (USD per Kg)
Table 26: Average Cat Food Prices in Australia, 2014 (USD per Kg)
Table 27: Tetra Average Fish Food Prices, 2014 (USD per Gram)
Table 28: Aqua Average Fish Food Prices, 2014 (USD per Gram)
Table 29: Lucky star Average Fish Food Prices, 2014 (USD per Gram)
Table 30: Hikari Average Fish Food Prices, 2014 (USD per Gram)
Table 31: Spectrum Average Fish Food Prices, 2014 (USD per Gram)
Table 32: New era pack Average Fish Food Prices, 2014 (USD per Gram)
Table 33: Aqua pack Average Fish Food Prices, 2014 (USD per Gram)
Table 34: Australia Average Fish Food Prices, By Company, 2014 (USD per Gram)
Table 35: Major Packaging Techniques, By Pet Food Type
Table 36: Australia State-wise Pet Food Regulations
Table 37: Australia Major Pet Associations
Table 38: Australia Major Pet Acts
Table 39: Mars Australia Major Brands and Product Segments
Table 40: Dog and Cat Food Product Segments
Table 41: The Great Australian Petfood Co, Major Export Locations
Table 42: The Great Australian Petfood Co, Major Products, By Brand
Table 43: Kennel Kitchen Pet Food Ingredients
Table 44: Kennel Kitchen Pet Food Ingredients
Table 45: V.I.P Pet foods Export Locations
Table 46: Hypro Petcare Dog and Cat Food Products
Table 47: Global Major Pet Trade Shows

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