
Description: Scope of the Report

The report titled “Global Pet Food Market: Trends & Opportunities (2015 Edition)” provides an in-depth analysis of the global pet food market with detailed analysis of market sizing and growth, market share and economic impact of the industry. The report also provides market size of pet dog and cat food market.

The report provides detailed country analysis of the U.S., UK, Australia, New Zealand and China for the pet food market. Country analysis includes market sizing by value and volume along with the market segments. It also comprises of pet dog and cat food market sizing for each of the above mentioned countries.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global pet food market has also been forecasted for the period 2015-2020, taking into consideration the previous growth patterns, the growth drivers and the current and future trends. The competition in global pet food market is stiff and dominated by the big players like Mars. Further, key players of the pet food market Nestle Purina and Hill's Pet Nutrition are also profiled with their financial information and respective business strategies.

Country Coverage
- The U.S.
- UK
- Australia
- New Zealand
- China

Company Coverage
- Nestle Purina PetCare Company
- Hill's Pet Nutrition
- Mars Incorporated

Executive Summary

Pet food is one of the major segments of the pet industry which is intended for the consumption of pets. Nowadays, pets are one of the most important parts of lives of individuals as they provide psychological and physiological benefit to human life. Whether it is a cat, dog, or other domesticated animal, they are interwoven into the social and emotional fabric of individuals and families lives.

Global pet food market increased at a significant CAGR during the span of 5 years i.e. 2011-2014 and projections are made that the market would rise in the next five years i.e. 2015-2020 tremendously. Global dog and cat food market is a segment of global pet food market which exhibited an increase, driving the global pet food market. The upsurge in the market was due to increased awareness among people about the need for pet food, easy availability of pet food in the market and increase in nuclear families across the globe.

The major growth drivers for the pet food market are: increase in pet population and urban population, rise in per capita disposable income and the increasing humanization towards pets. Despite the market is governed by various growth drivers, there are certain challenges faced by the market such as: rise in prices of pet treats, grinding challenge and microbial challenges.

Contents:

1. Executive Summary
2. Introduction
2.1 Types of Pet Food
2.1.1 Types of Pet Food on the Basis of Pets
- Dog Food
- Cat Food
- Fish Food
- Bird Food

2.1.2 Types of Pet Food On the Basis of Product Type

2.1.3 Types of Pet Food on the Basis of Ingredients

2.1.4 Types of Pet Food On the Basis of Price

3.1 Global Pet Food & Pet Care Market by Value: Actual and Forecast
3.2 Global Pet Food Market by Segments
3.3 Global Pet Dog and Cat Food Retail Sales: Actual and Forecast
3.4 Global Pet Food Sales by Distribution Channels
3.5 Global Pet Food Market by Countries
3.6 Global Pet Food & Products Spending by Region
3.7 Global Pet Dog and Cat Food Export Trade

4. Country Analysis
4.1 The U.S. Pet Food Market: Sizing and Growth
4.1.1 The U.S. Pet Food Market by Value: Actual and Forecast
4.1.2 The U.S. Pet Food Market by Segment
4.1.3 The U.S. Pet Dog and Cat Food Market by Value
4.1.4 The U.S. Pet Dog and Cat Food Market by Volume
4.1.5 The U.S. Pet Dog Food Market by Segment
4.1.6 The U.S. Pet Cat Food Market by Segment
4.1.7 The U.S. Dog and Cat Food Retail Sales by Distribution Channels
4.1.8 The U.S. Dog and Cat Food Trade
4.1.9 The U.S. Pet Food Market by Players
4.2 UK Pet Food Market: Sizing and Growth
4.2.1 UK Pet Food Market by Value: Actual and Forecast
4.2.2 UK Pet Food Market by Volume
4.2.3 UK Pet Food Market by segment
4.2.4 UK Pet Dog and Cat Food Market by Value
4.2.5 UK Pet Dog and Cat Food Market by Volume
4.2.6 UK Pet Dog and Cat Food Market by Players
4.3 Australia Pet Food Market: Sizing and Growth
4.3.1 Australia Pet Food & Products Market by Value: Actual and Forecast
4.3.2 Australia Pet Dog and Cat Food Market by Value
4.3.3 Australia Pet Dog and Cat Food Market by Volume
4.3.4 Australia Pet Dog and Cat Food Market by Segments
4.3.5 Australia Pet Dog and Cat Food Trade
4.3.6 Australia Pet Food and Products Market by Players
4.4 New Zealand Pet Food Market: Sizing and Growth
4.4.1 New Zealand Pet Food & Products Market by Value: Actual and Forecast
4.4.2 New Zealand Pet Dog and Cat Food Market by Value
4.4.3 New Zealand Pet Dog and Cat Food Market by Volume
4.4.4 New Zealand Pet Dog and Cat Food Market by Segments
4.4.5 New Zealand Pet Dog and Cat Food Trade
4.5 China Pet Food Market: Sizing and Growth
4.5.1 China Pet Food Market by Value: Actual and Forecast
4.5.2 China Pet Food Market by Segment
4.5.3 China Pet Dog Food Market by Segment
4.5.4 China Pet Cat Food Market by Segment

5. Market Dynamics
5.1 Growth Drivers
5.1.1 Increase in Pet Population
5.1.2 Pet Humanization
5.1.3 Increase in Disposable Income
5.1.4 Rise in Urban Population
5.2 Challenges
5.2.1 Rise in Prices of Pet Treats
5.2.2 Grinding Challenge
5.2.3 Microbial Challenges
5.3 Market Trends
5.3.1 Brands Adopting Natural Product Lines
5.3.2 Nutraceuticals and Pet Supplements
5.3.3 Eco-Friendly Products and Safety

6. Competitive Landscape

7. Company Profile
7.1 Nestle Purina Petcare Company
7.1.1 Business Overview
7.1.2 Financial Overview
7.1.3 Business Strategy
- Geographical Expansion
- Pet Welfare
7.2 Hill's Pet Nutrition
7.2.1 Business Overview
7.2.2 Financial Overview
7.2.3 Business Strategy
- Innovation
- Effectiveness and Efficiency
7.3 Mars Incorporated.
7.3.1 Business Overview
7.3.2 Business Strategy
- Improving Food Safety
- Partnering with the World Food Program

List of Tables
Table 1: Pet Product Shopping and Attitude towards Pet as Family; 2014
Table 2: Overall Purchasing Rates of Pet Treats; 2011-2014 (%)
Table 3: Summary of Major Companies and their Brands

List of Figures
Figure 1: Types of Pet Food on the Basis of Pets
Figure 2: Types of Pet Food On the Basis of Product Type
Figure 3: Type of pet Food On the Basis of Ingredients
Figure 4: Types of Pet Food On the Basis of Price
Figure 5: Global Pet Food & Pet Care Market by Value; 2011-2014 (US$ Billion)
Figure 6: Global Pet Food & Pet Care Market by Value; 2015E-2020E (US$ Billion)
Figure 7: Global Pet Food Market by Segment; 2014 (%)
Figure 8: Global Pet Dog & Cat Food Retail Sales; 2011-2014 (US$ Billion)
Figure 9: Global Pet Dog & Cat Food Retail Sales; 2015E-2020E (US$ Billion)
Figure 10: Global Pet Food Sales by Distribution Channels; 2015 (%)
Figure 11: Global Pet Food Market by Countries; 2015 (%)
Figure 12: Global Pet Food & Products Spending by Region; 2014 (%)
Figure 13: Global Pet Dog & Cat Food Export Trade; 2011-2015E (US$ Billion)
Figure 14: The U.S. Pet Food Market by Value; 2011-2014 (US$ Billion)
Figure 15: The U.S. Pet Food Market by Value; 2015E-2020E (US$ Billion)
Figure 16: The U.S. Pet Food Market by Segment; 2014 (%)
Figure 17: The U.S. Pet Dog & Cat Food Market by Value; 2011-2015E (US$ Billion)
Figure 18: The U.S. Pet Dog & Cat Food Market by Volume; 2011-2015E (Thousand Metric Ton)
Figure 19: The U.S. Pet Dog Food Market by Segment; 2011-2015E (US$ Billion)
Figure 20: The U.S. Pet Cat Food Market by Segment; 2011-2015E (US$ Billion)
Figure 21: The U.S. Dog & Cat Food Retail sales by Distribution Channels; 2015 (%)
Figure 22: The U.S. Dog & Cat Food Trade; 2011-2015E (US$ Billion)
Figure 23: The U.S. Pet Food Market by Players; 2014 (%)
Figure 24: UK Pet Food Market by Value; 2011-2014 (US$ Billion)
Figure 25: UK Pet Food Market by Value; 2015E-2020E (US$ Billion)
Figure 26: UK Pet Food Market by Volume; 2011-2015E (Thousand Ton)
Figure 27: UK Pet Food Market by Segments; 2014 (%)
Figure 28: UK Pet Dog & Cat Food Market by Value; 2011-2015E (US$ Billion)
Figure 29: UK Pet Dog & Cat Food Market by Volume; 2011-2015E (Thousand Ton)
Figure 30: UK Pet Dog & Cat Food Trade; 2011-2015E (US$ Million)
Figure 31: Australia Pet Food & Products Market by Value; 2011-2014 (Billion)
Figure 32: Australia Pet Food & Products Market by Value; 2015E-2020E (Billion)
Figure 33: Australia Pet Dog & Cat Food Market by Value; 2011-2015E (Billion)
Figure 34: Australia Pet Dog & Cat Food Market by Volume; 2011-2015E (Thousand Ton)
Figure 35: Australia Pet Dog & Cat Food Market by Segment; 2011-2015E (%)
Figure 36: Australia Pet Dog & Cat Food Trade; 2011-2015E (US$ Million)
Figure 37: Australia Pet Food & Products Market by Players; 2014 (%)
Figure 38: New Zealand Pet Food & Products Market by Value; 2011-2014 (US$ Million)
Figure 39: New Zealand Pet Food & Products Market; 2015E-2020E (US$ Million)
Figure 40: New Zealand Pet Dog & Cat Food Market by Value; 2011-2015E (US$ Million)
Figure 41: New Zealand Pet Dog & Cat Food Market by Volume; 2011-2015E (Thousand Ton)
Figure 42: New Zealand Pet Dog & Cat Food Market by Segments; 2011-2015E (US$ Million)
Figure 43: New Zealand Pet Dog & Cat Food Trade; 2011-2015E (US$ Million)
Figure 44: China Pet Food Market by Value; 2011-2014 (US$ Billion)
Figure 45: China pet Food Market by Value; 2015E-2020E (US$ Billion)
Figure 46: China Pet Food Market by Segment; 2014 (%)
Figure 48: China Pet Dog Food Market by Segment; 2015 (%)
Figure 49: China Pet Cat Food Market by Segment; 2015 (%)
Figure 50: Global Pet Dog and Cat Population by Countries; 2015 (Million)
Figure 51: Global GNI per Capita; 2011-2015E (US$)
Figure 52: Global Urban Population; 2011-20115E (Billion)
Figure 53: Nestle Purina Pet care Company Products
Figure 54: Nestle Purina Petcare Company Sales; 2010-2014 (US$ Billion)
Figure 55: Nestle Purina Petcare Company Sales by Zones; 2014 (%)
Figure 56: Hill's Pet Nutrition Inc., Net Sales; 2010-2014 (US$ Billion)
Figure 57: Mars Inc., Business Segments and Brands

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