
Description: The total South American Pet Nutraceuticals market is valued at over $896.6 million in 2015 and is projected to reach over $XX million by 2020 growing at a CAGR of XX% between the years 2015 and 2020. The pet nutraceuticals market is defined as dietary supplements, functional foods or medicinal food products that provide a source of a recognized essential nutrient, like calcium or vitamin A. They are intended to work as supplements and ensure the nutritional completeness of the pet diet.

The demand for pet food nutraceuticals is increasing in South America because of rising pet humanization. As the number of single families is increasing, more pets are being adopted and hence the demand for pet food is increasing. Rising pet owners preference to healthy and organic foods bundled with innovations in functionality are the key factors that have positively affected the pet foods industry. Customers' interest in natural formulations has encouraged companies to further expand their product mix by launching products with natural ingredients and vitamins. South American pet food nutraceutical market is dominated by retail sales coming from the Brazil, followed by the other countries like Argentina.

Customers increasingly consider their pets to be members of the family and are willing to pay for higher-priced pet food. Brands with formulas free of artificial colors and flavors are positively perceived in the market. Rising pet health concern among pet owners mainly drives the market. These factors largely influence the buying decisions of customers. With favorable economic conditions as well as increasing awareness on healthy pet food, the demand for functional food with premium quality has witnessed brisk growth in the recent years. Rising awareness on pet nutrition is driving sales for digestion related products followed by immune system care and weight management.

The market is differentiated based various factors such as that of animal type, function type, ingredient type, application type and geography. Based on the animal type, the pet food sales are adjacent to the respective animal populations with dogs and cats occupying the major share. An increasing shift towards smaller breeds of dogs and cats is being observed in the recent years. On the end-user application muscle health, cognitive health, Digestive health continues to be the major concerns among pet owners, driving product sales in these segments. The differentiation between dietary supplements and nutraceuticals holds importance from a marketing and regulatory standpoint. Pain relief was the major source of revenue for the last decade and is expected to continue while factors like weight management, skin care and digestive health are gaining importance and are forecasted to increase at higher rates in the forecast period. ADM, Scoular, Merial, Novotech, and Mars are the major players in the industry.

Key Deliverables in the Study

1. Market analysis for the South America Pet Food Nutraceutical Market, with region specific assessments and competition analysis.

2. Market definition along with the identification of key drivers and restraints.

3. Identification of factors instrumental in changing the market scenarios, rising prospective opportunities, and identification of key companies that can influence this market.

4. Extensively researched competitive landscape section with profiles of major companies along with their market shares.

5. Identification and analysis of the macro and micro factors that affect the South America Pet Food Nutraceutical Market.

6. A comprehensive list of key key market players along with the analysis of their current strategic interests and key financial information.

7. A wide-ranging knowledge and insights about the major players in this industry and the key strategies adopted by them to sustain and grow in the studied market.
8. Insights on the major regions in country where this industry is blooming and to also identify the regions that are still untapped.

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