
Description:
The total North American Pet Nutraceuticals market is valued at over $1528.4 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 North American markets are the first respondents to any major global trend or consumer pattern; the high level of market penetration and corresponding infrastructure are cited as reasons for pioneering attitude. The concept of pet ‘humanization’ is the major trend that is consolidating both the pet care and pet food markets into a sense of overall pet well-being. One significant outcome of this trend is the consumer movement towards nutraceutical foods and remedies from the comfort or treats foods. This movement is well visible in the marketing and new product launches of the major firms. The choice of pet foods was traditionally based on factors such as marketing claims, packaging, convenience and costs. These factors have considerably changed over the years, with consumers now willing to pay more. The high consumer awareness also aids in the shift towards nutraceuticals.

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.

The Canada pet nutraceutical market closely follows the major trends of US but is well noted for more sophistication and customer thought rather than impulse. Mexico is defined by the traits of most emerging markets, the changing economic and social situations are pushing are the main drivers of the market here. Most of the pet ownership is observed among the 40 million strong middle class populations, due to the increasing urbanization and increasing income rates this number is expected to rise further in the coming years. United States is expected to lead the growth followed by Canada and Mexico. The rapid increase in urbanization rates and income levels that are expected of Mexico, are fuelling the high expectations of the market. The increasing forces of globalization and infrastructure improvement are giving rise to a considerable growth in the other regions of North America. ADM, Scoular, Merial, Novotech, and Mars are the major players in the industry.

Key Deliverables in the Study


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 North America Pet Food Nutraceutical Market.

6. A comprehensive list of 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.

Please note: As this product is updated at the time of order, dispatch will be 72 hours from the date the order and full payment is received

Contents:

1. Introduction
   1.1 Key Deliverables of the study
   1.2 Study Assumptions
   1.3 Market Definition

2. Research Approach & Methodology
   2.1 Introduction
   2.2 Research Designs
   2.3 Study Timelines
   2.4 Study Phases
   2.4.1 Secondary Research
   2.4.2 Discussion Guide
   2.4.3 Market Engineering and Econometric Modelling
   2.4.4 Expert Validation

3. MARKET OVERVIEW
   3.1 Market Dynamics
   3.1.1 Drivers
      3.1.1.1 CHANGING DEMOGRAPHICS
      3.1.1.2 AGEING PET POPULATION
      3.1.1.3 CHANNEL SPECIFIC PRODUCT DEVELOPMENT
   3.1.2 Restraints
      3.1.2.1 IMPACT OF UNCERTAIN GLOBAL ECONOMY ON PURCHASE DECISIONS
      3.1.2.2 VETERINARIANS PERCEPTIONS ON PRODUCT BENEFITS & DIFFERENCES
      3.1.2.3 PRODUCTS SUBJECTED TO FEDERAL AND STATE REGULATIONS
   3.1.3 Opportunities
      3.1.3.1 R&D INTRODUCING PRODUCTS WITH ADVANCED FORMULATION
      3.1.3.2 RETAIL GROCERY CHAINS DOMINATING DISTRIBUTION & MARKETING SPACE
      3.1.3.3 NEW VETERINARIAN/CLINIC DISTRIBUTION FORMAT
   3.1.4 Porter's Five Forces Analysis
      3.1.4.1 Bargaining Power of Buyers
      3.1.4.2 Bargaining Power of Suppliers
      3.1.4.3 Degree of competition
      3.1.4.4 Threat of new entrants
      3.1.4.5 Threat of substitutes

4. MARKET SEGMENTATION
   4.1 BY PET TYPE
      4.1.1 DOGS
      4.1.2 CATS
      4.1.3 BIRDS
      4.1.4 FISH
      4.1.5 OTHERS
   4.2 BY FUNCTION TYPE
      4.2.1 NUTRITION/THERAPEUTIC
      4.2.2 SUPPLEMENTS
   4.3 BY INGREDIENT TYPE
      4.3.1 MILK BIO ACTIVES
      4.3.2 OMEGA-3 FATTY ACIDS
      4.3.3 PROBIOTICS
      4.3.4 PROTEINS & PEPTIDES
4.3.5 VITAMINS & MINERALS
4.3.6 OTHERS
4.4 BY APPLICATION TYPE
4.4.1 PAIN RELIEF
4.4.2 WEIGHT MANAGEMENT
4.4.3 DIGESTIVE HEALTH
4.4.4 IMMUNE SYSTEM
4.4.5 SKIN & COAT
4.4.6 FOOD ALLERGIES
4.4.7 EYE CARE
4.4.8 OTHERS
4.5 By Geography
4.5.1 U.S.
4.5.2 Canada
4.5.3 Mexico
4.5.4 Others

5. COMPETITIVE LANDSCAPE
5.1 Market Share Analysis
5.2 Most active companies in the past five years
5.3 Most preferred strategic approach by major companies

6. COMPANY PROFILES
6.1 SUPPLIERS
6.1.1 ARCHER DANIELS MIDLAND
6.1.2 The Scoular Company
6.1.3 OMEGA PROTEIN
6.1.4 NOVOTECH NEUTRACEUTICAL
6.1.5 KEMIN
6.1.6 BASF
6.1.7 DSM
6.1.8 DUPONT
6.2 PET FOOD MANUFACTURERS
6.2.1 NESTLE (PURINA PET CARE)
6.2.2 MERAL
6.2.3 TOTAL ALIMENTOS
6.2.4 MARS INC
6.2.5 Vit2be-Diana Group
6.2.6 ROQUETTE FRERES
6.2.7 HILLS PET NUTRITION, INC.
6.2.8 DARLING INTERNATIONAL INC
6.2.9 BIG HEART PET BRANDS (J.M SMUCKER COMPANY)

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3615106/
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Web Address: http://www.researchandmarkets.com/reports/3615106/
Office Code: SCH3CKN3

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td>USD 3850</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users</td>
<td>USD 4000</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td>USD 8250</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof
First Name: ______________________________________  Last Name: ______________________________________
Email Address: * ____________________________________________________________
Job Title: ________________________________________________________________
Organisation: ______________________________________________________________
Address: _________________________________________________________________
City: _________________________________________________________________
Postal / Zip Code: _________________________________________________________
Country: ________________________________________________________________
Phone Number: __________________________________________________________
Fax Number: ___________________________________________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB9853308331083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World