
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

1. - Market analysis for the North 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 North 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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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
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