
Description: The total Asia-Pacific Pet Nutraceuticals market is valued at over $1143.2 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 rapidly developing countries of the region present a very dynamic and high growth pattern for the industry. Owing to their large population sizes and market dynamics every country in the region presents a unique set of variables. The increasing business growth rate is one of the few common variables, responsible for the large and growing working class population. This fact is well observed in India, wherein the average age of a birth-giving woman is expected to rise by about 2 years till 2020 and a similar trend is expected for the average age of a woman getting married. These trends are observed with the increasing number of adopted pets and the humanization. But this trend is not universal as seen in Japan, where pets are not preferred in aged households as they are not able to take proper care and hence the slowly diminishing pet population in the region is responsible for the modest growth rate of 6.3% in the forecast period. In the Chinese market all the trends culminate in the volumes sales, the increasing pet population and rising cost of pet nutrition products are responsible for major growth of the market in the region. Pet humanization is the governing factor attributed for the whole growth pattern, due to the increasing urbanization and need for companionship.

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 Asia-Pacific 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 Asia-Pacific 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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