
Description:
The culture of pet ownership is on the rise globally. Among all the pet types, dogs represent the most preferred pets. With an increase in dog ownership, the demand for dog food has also grown at a healthy pace. The global dog food market reached sales worth US$ 47.1 Billion in 2016, growing at a CAGR of around 4.2% during 2009-2016. This market is currently being driven by a number of factors - increasing disposable incomes, urbanisation, awareness about sustaining a healthy diet for their pets and a higher demand for premium products. Trends such as premiumisation and humanisation of pets have brought about a substantial rise in pet expenditures. As a result, dog owners are now turning towards high-quality food products as they are concerned about the well-being of their pets.

"Dog Food Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2017-2022" provides a detailed analysis on the global dog food market. The report has segmented the market on the basis of types and major geographies. Currently, dry dog food dominates the global dog food market with a share of around 66%. Dry dog food is followed by dog treats and wet dog food. On a regional level, North America is currently the world's largest market for dog food accounting for around 38% of the total global sales. North America is followed by Western Europe, Asia-Pacific, Latin America, Eastern Europe and the Middle East and Africa. The report also presents a competitive landscape covering the major players operating in this market. At present, Mars represents the largest player followed by Nestle and Colgate-Palmolive.

The report provides a comprehensive analysis for setting up a dog food manufacturing plant. The study covers all the requisite aspects of the global dog food market and provides an in-depth analysis of industry performance, processing and manufacturing requirements, project cost, project funding, project economics, expected returns on investment, profit margins, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who are planning to foray into the dog food industry in any manner.

Key Questions Answered in This Report?
1. How has the dog food market performed so far and how will it perform in the coming years?
2. What are the price trends of dog food?
3. What are the various stages in the value chain of the dog food industry?
4. What are the key driving factors and challenges in the dog food industry?
5. What is the structure of the dog food industry and who are the key players?
6. What is the degree of competition in the dog food industry?
7. What are the profit margins in the dog food industry?
8. What are the key requirements for setting up a dog food manufacturing plant?
9. How is dog food manufactured?
10. What are the various unit operations involved in a dog food plant?
11. What is the total size of land required for setting up a dog food plant?
12. What are the machinery requirements for setting up a dog food plant?
13. What are the raw material requirements for setting up a dog food plant?
14. What are the packaging requirements for dog food?
15. What are the transportation requirements for dog food?
16. What are the utility requirements for setting up a dog food plant?
17. What are the manpower requirements for setting up a dog food plant?
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19. What are the capital costs for setting up a dog food plant?
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