Australia Pet Food Market Forecast and Opportunities, 2019

Description: Over the last few years, Australia has been witnessing significant growth in pet ownership with more and more households adopting dogs, cats and other animals for various reasons like security and recreational purposes. As a result, the demand for pets is increasing in the country, which in turn is driving pet food sales. In Australia, people prefer keeping dog as pet over cat and other animals. In 2013, around 61% of the pet owners in Australia had dogs, while the remaining had cats, fishes, birds, rabbits, etc. as pets. Cat, on the other hand, is a more popular pet among affluent class people in the country. The population of pet fish is also increasing as people are moving into smaller houses and high-rise apartments due to increasing urbanization. Since keeping a large pet like dog or cat as pet in smaller dwellings is not feasible, the adoption of fish as pet is also increasing among pet enthusiasts in the country. In addition, the fact that fishes occupy very less space and their maintenance is cheaper is also leading to their higher adoption among Australians, thereby driving the demand for fish food in the country. Due to increase in income level, majority of the pet owners, especially those living in New South Wales/ Australian Capital Territory (NSW/ACT) and Queensland, prefer prepared packaged pet food over home-cooked food for their pets.

According to “Australia Pet Food Market Forecast & Opportunities, 2019”, the Australian pet food market is projected to grow at CAGR of around 2.94% till 2019. Increasing number of old-age couples and DINK (Dual Income, No Kid) families, and rising disposable income are the major factors driving pet adoption in the country. Significant growth witnessed in separation rate among Australians is also a major factor driving the demand for pet food in the country. Region-wise, NSW/ACT represents the leading market for pet food products in the country due to higher pet population as well as per capita income of people living in the region. The Australian pet food market is flooded with a variety of brands offering pet food in dry, wet as well as treat/snack form. Leading pet food manufacturers operating in the Australian market include Mars International, Nestle Purina, Connex United Processors, The Great Australian Pet food Co., etc. With rising retail units in the country, these companies are generating majority of their revenues from exclusive retail outlets and supermarkets in the country. Royal Canin, a leading brand of Mars International, is the most popular dog food brand among middle income families in the country. “Australian Pet Food Market Forecast & Opportunities, 2019” report elaborates following aspects related to pet food market in Australia:

- Australia Pet Food Market Size, Share & Forecast
- Segmental Analysis – Dog, Cat and Fish Food
- Policy & Regulatory Landscape
- Changing Market Trends & Emerging Opportunities
- Competitive Landscape & Strategic Recommendations

Why You Should Buy This Report?

- To gain an in-depth understanding of pet food market in Australia
- To identify ongoing trends and anticipated growth in the coming years
- To help industry consultants, distributors and dealers align their market-centric strategies
- To obtain research based business decision and add weight to presentations and marketing materials
- To gain competitive knowledge of leading players
- To avail 10% customization in the report without any extra charges and get the research data or trends added in the report as per the buyer’s specific needs

Report Methodology

The information contained in this report is based upon both primary and secondary sources. Primary research included interviews with pet food manufacturers and industry experts. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports, and proprietary databases.

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