

# Global Pet Food Market: Trends & Opportunities (2015 Edition)

January 2016



# Global Pet Food Market Report

## **Scope of the Report**

The report titled “Global Pet Food Market: Trends & Opportunities (2015 Edition)” provides an in-depth analysis of the global pet food market with detailed analysis of market sizing and growth, market share and economic impact of the industry. The report also provides market size of pet dog and cat food market.

The report provides detailed country analysis of the U.S., UK, Australia, New Zealand and China for the pet food market. Country analysis includes market sizing by value and volume along with the market segments. It also comprises of pet dog and cat food market sizing for each of the above mentioned countries.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global pet food market has also been forecasted for the period 2015-2020, taking into consideration the previous growth patterns, the growth drivers and the current and future trends. The competition in global pet food market is stiff and dominated by the big players like Mars. Further, key players of the pet food market Nestle Purina and Hill’s Pet Nutrition are also profiled with their financial information and respective business strategies.

## **Country Coverage**

- The U.S.
- UK
- Australia
- New Zealand
- China

## **Company Coverage**

- Nestle Purina Pet Care Company
- Hill’s Pet Nutrition
- Mars Incorporated.

# Global Pet Food Market Report

## Executive Summary

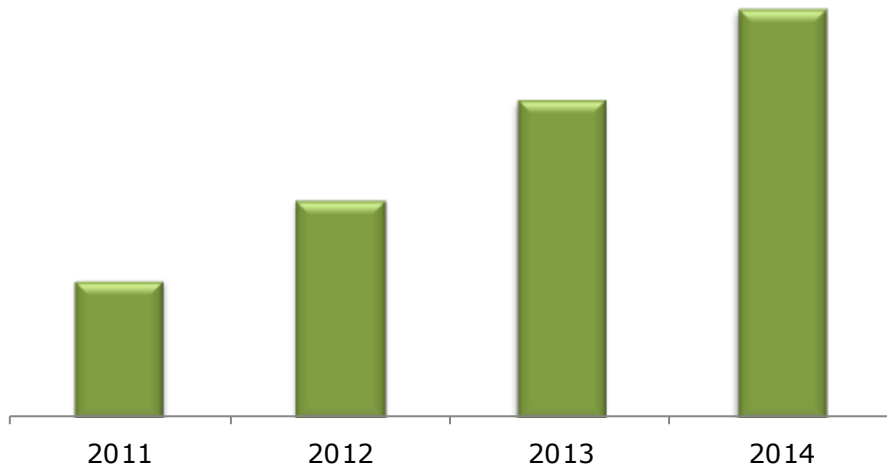
Pet food is one of the major segments of the pet industry which is intended for the consumption of pets. Now days, pets are the most important part of lives of individuals as they provide psychological and physiological benefit to human life. Whether it is a cat, dog, or other domesticated animal, they are interwoven into the social and emotional fabric of individuals and families lives.

Global pet food market increased at a significant CAGR during the span of 5 years i.e. 2011-2014 and projections are made that the market would rise in the next five years i.e. 2015-2020 tremendously. Global dog and cat food market is a segment of global pet food market which exhibited an increase, driving the global pet food market. The upsurge in the market was due to the increased awareness among people about the need for pet food, easy availability of pet food in the market and increase in nuclear families across the globe.

The major growth drivers for the pet food market are: increase in pet population and urban population, rise in per capita disposable income and the increasing humanization towards pets. Despite the market is governed by various growth drivers, there are certain challenges faced by the market such as: rise in prices of pet treats, grinding challenge and microbial challenges.

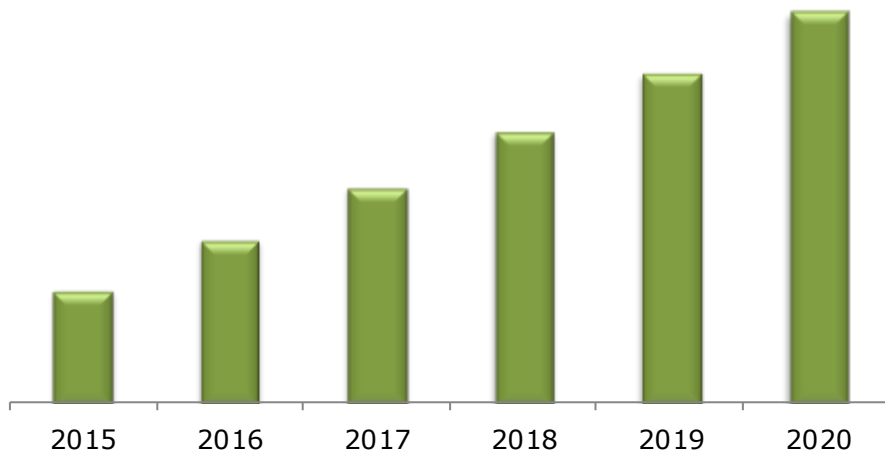
# Global Pet Food Market Overview

**Global Pet Food & Products Market by Value; 2011-2014**



The global pet food market in 2014 was valued at US\$... billion, up by ...% as compared to 2013. This market is forecasted to reach US\$.....billion in 2020, at a CAGR of ....%.The increase in the pet food market is expected due to increasing urbanization and pet humanization trend. There are three segments in global pet food market, that are dog food, cat food and other pet food. The larger segments is .... with ...% of share in global pet food market in 2014.

**Global Pet Food Market by Value; 2015-2020**

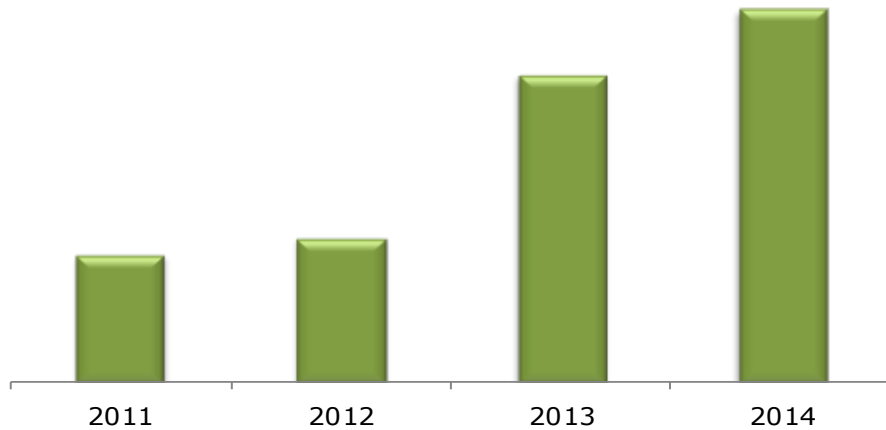


**Global Pet Food Market by Segments; 2014**

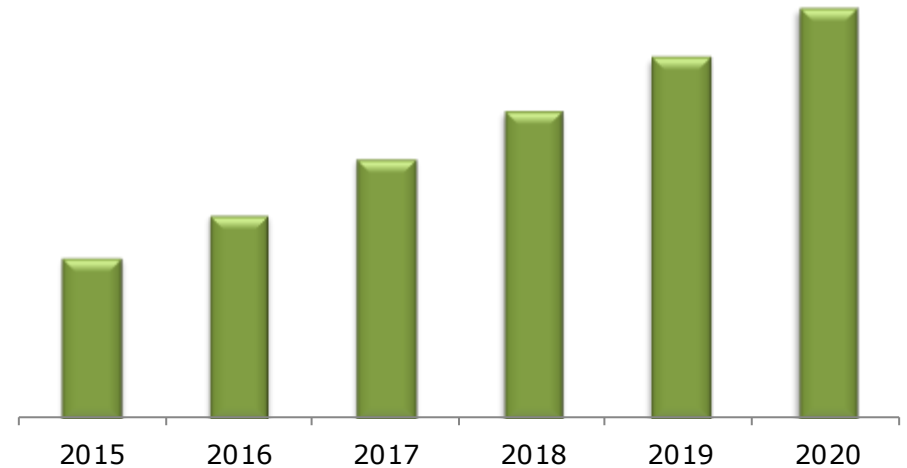


# Global Pet Dog & Cat Food Market Overview

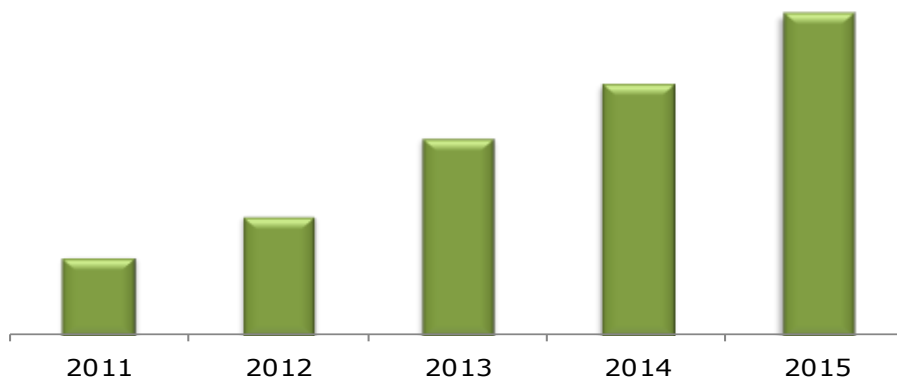
**Global Pet Dog & Cat Food Retail Sales;  
2011-2014**



**Global Pet Dog & Cat Food Retail Sales;  
2015-2020**



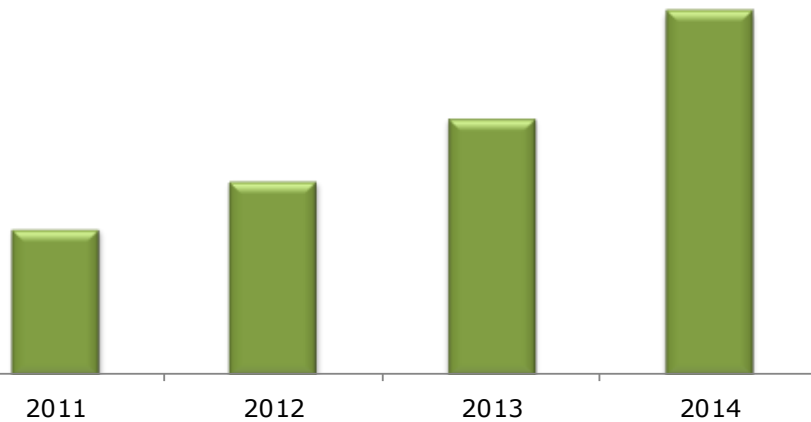
**Global Pet Dog & Cat Food Market Export  
Trade; 2011-2015**



The pet dog & cat food market retail sales is valued at US\$....billion in 2014 and is forecasted to increase to US\$....billion in 2020. This increase is expected due to increasing awareness about requirements of.....along with the increase in.....income. The export trade reached US\$....billion in 2014 and is anticipated to rise to US\$....billion at an annual growth rate of ....% in 2015.

# Country Analysis: Market Overview

## The U.S. Pet Food Market by Value ; 2011-2014

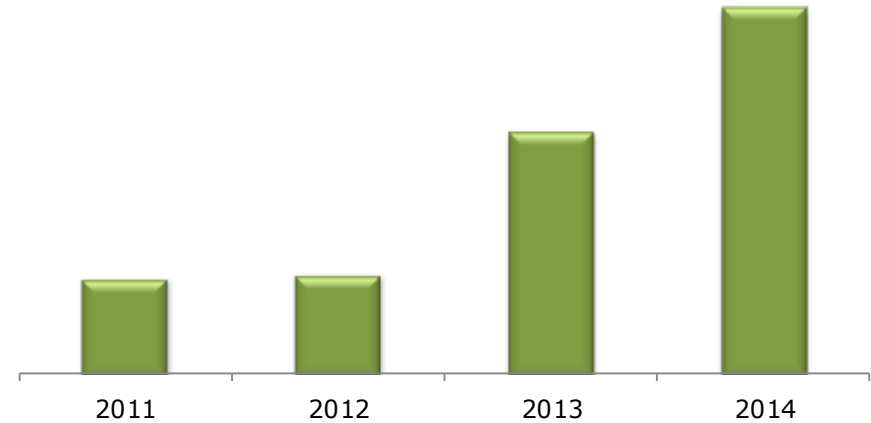


The U.S. pet food market is world's largest pet food market valued at US\$....billion in 2014, up by...% as compared to 2011.

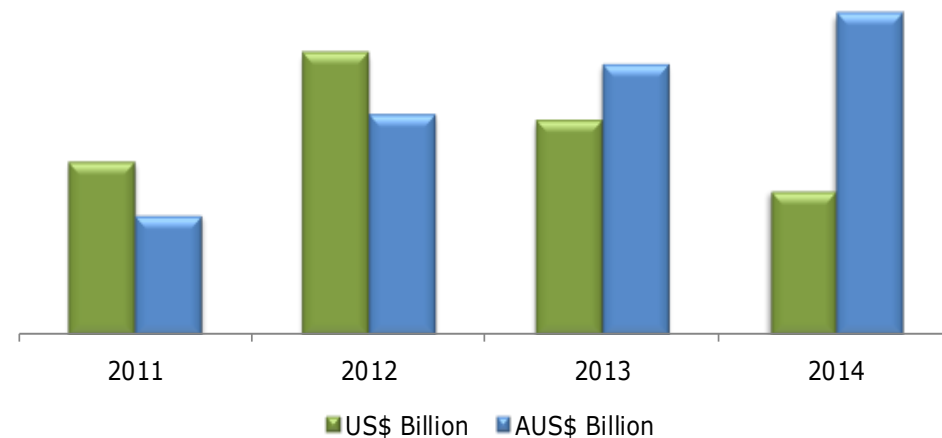
The UK pet food market is one of the largest pet food market in the world valued at US\$....billion in 2014 increasing at a CAGR of ...% during the period 2011-2014.

Australian pet food & products market is valued at US\$....billion in 2014, rising at ...% as compared to 2011.

## UK Pet Food Market by Value ; 2011-2014

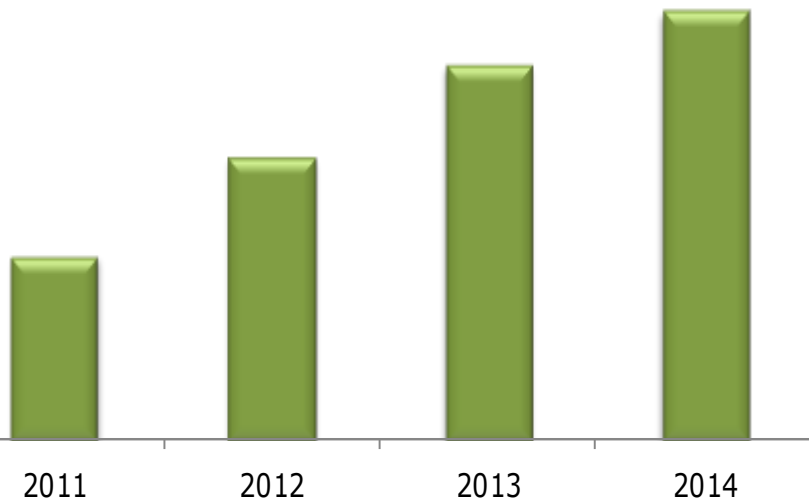


## Australia Pet Food & Products Market by Value; 2011-2014

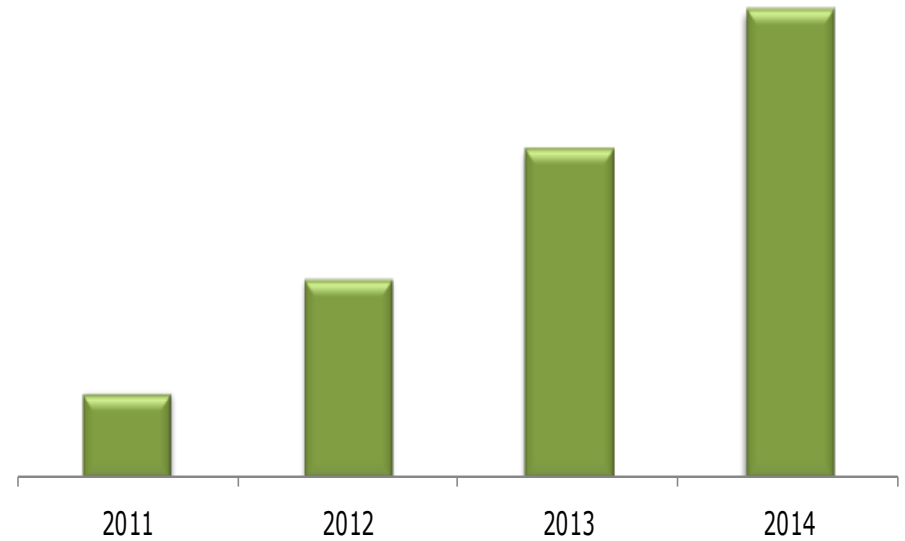


# Country Analysis: Market Overview

**New Zealand Pet Food & Products Market  
by Value ; 2011-2014**



**China Pet Food Market by Value; 2011-  
2014**



New Zealand pet food & products market is valued at US\$....billion in 2014, up by....% as compared to 2011.

Chinese pet food market is one of the fastest growing pet food market in the world valued at US\$....billion in 2014 increasing at a CAGR of ...% during the period 2011-2014.