

North America Pet Food Market Forecast 2023-2032

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Report description:

KEY FINDINGS

The North America pet food market growth is expected to register a CAGR of 7.08% during the forecast period, 2023-2032. The increasing high-quality food demands, rising pet humanization, and growing demand for organic food are among the key trends in the North American market.

COMPETITIVE INSIGHTS

Canada and the United States are evaluated for the North America pet food market growth analysis. The Canada pet food market is set to witness innovative sales and marketing strategies. This is attributed to the limiting of in-store promotional activities and traditional samplings. At the same time, significant investments are made in online and digital approaches. As a result, e-commerce is estimated to undergo considerable changes and be more user-friendly, with more product descriptions and pictures. Also, some retailers with physical and online presence are offering big discounts to encourage online purchases. Further, functional pet foods have influenced pet food packaging. Through innovative packaging designs and materials, manufacturers convey the premium nature of the product. In addition, laminates and plastic containers are becoming popular. Moreover, several cases of arthritis, high blood pressure, and diabetes have been reported in dogs across the North American region. Thus, veterinarians recommend low-calorie and value-added dog food products to owners, propelling manufacturers to extend their product offerings.

COMPETITIVE INSIGHTS

Some of the key companies in the market include Spectrum Brands Holdings Inc, Farmina Pet Foods, Freshpet Inc, Champion Petfoods LP, etc.

Our report offerings include:

- Explore key findings of the overall market
- Strategic breakdown of market dynamics (Drivers, Restraints, Opportunities, Challenges)
- Market forecasts for a minimum of 9 years, along with 3 years of historical data for all segments, sub-segments, and regions
- Market Segmentation caters to a thorough assessment of key segments with their market estimations
- Geographical Analysis: Assessments of the mentioned regions and country-level segments with their market share
- Key analytics: Porter's Five Forces Analysis, Vendor Landscape, Opportunity Matrix, Key Buying Criteria, etc.

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- Competitive landscape is the theoretical explanation of the key companies based on factors, market share, etc.
- Company profiling: A detailed company overview, product/services offered, SCOT analysis, and recent strategic developments

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