

Pet Care Market - Global Outlook & Forecast 2023-2028

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Report description:

The global pet care market is expected to grow at a CAGR of 5.22% from 2022 to 2028.

MARKET TRENDS & DRIVERS

Increasing Technological Integration

Technology has become an essential part of everyday life, and the pet care market is finding ways to integrate it to interact with their pets. In this mobile-centric world, pet owners have found ways to connect with their pets using technology to monitor their health, book grooming appointments, or watch over them through webcams. Technology has allowed pet owners to interact with their pets while still engaging in everyday activities. One of the prominent pet grooming software is MoeGo. The cloud-based solution is designed to help pet grooming salons handle client appointments, communication, and service agreements through a centralized dashboard.

Rising Pet Humanisation

The humanization of pets has created new opportunities and supported the future growth of the pet care market. It focuses on pet health and wellness, sustainable products, and eco-friendly, natural, and locally sourced ingredients. The pet owners' expectations have shifted from high-quality pet food to humanized food. Several pet owners have started buying pet food products that contain natural or organic, human-grade ingredients. The desire to treat pets like a child or a family member drives the sales of pet products and services. Several players like Pet Place, Camp Bow Wow, The Pooch Mobile, and PetSmart offer pet daycare, retail, boarding, and grooming services.

Growing Demand for Chemical-Free Products

Pet owners are willing to pay premium prices to maintain the health and hygiene of their pets. Many pet owners are switching

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from pet grooming products that contain artificial additives to alternatives comprising natural or organic ingredients, which can ensure the health and well-being of pets. Recently, pet owners have become increasingly aware of the dangers of using chemical and toxic grooming products. The owners desire safe, sustainable, and eco-friendly alternatives for pet grooming, which can potentially reduce the carbon footprint of their pets. Moreover, natural and non-toxic pet products such as grooming, dental care, and food products, among many others, prevent dangerous diseases and allergies and positively influence pets' overall health.

SEGMENTATION INSIGHTS

INSIGHTS BY PRODUCT TYPE

The global pet care market by product type is segmented into food type, veterinary & medication, pet services, beauty & cosmetics, insurance, and others. The food type segment holds the most prominent share of the global market. The current market for pet food is extensively crowded due to the presence of multiple brands and new emerging competitors. The pet food market has seen intense rivalry among themselves. The vendors are developing various foods, including flavors and added nutritional benefits. Food for pets also comes in varieties for young and adult variants, which have varied nutritional benefits to ensure that the pet gets all the required nutrients based on age. The vendor Pedigree has a variety of food products such as puppy milk and chicken, meat and rice, chicken and vegetables, gravy chicken, large breed, and small breed, among many others.

Segmentation by Product Type

- Food Type
- Veterinary & Medication
- Pet Services
- Beauty & Cosmetics
- Insurance
- Others

INSIGHTS BY FOOD TYPE

The dry pet food segment dominated the global pet care market, accounting for a share of over 42% in 2022. By serving dry pet food, pets do not create a mess; hence, pet owners prefer it. The dry food market is witnessing growth for multiple reasons, such as the ease of availability and various economical options. Due to less water in the food product, it lasts longer than the wet food products. However, the wet pet food segment contributed a significant market share because many animals do not consume enough water, and wet pet food provides essential hydration.

Segmentation by Food Type

- Dry Food
- Wet Food
- Treats
- Others

INSIGHTS BY VETERINARY & MEDICATION

The veterinary care segment dominated the global pet care market. Veterinary care enjoys a major industry share as pet owners must take them for vaccinations, treatment, and follow-ups. Moreover, when the pets become ill, there is a high chance that these

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infections can be spread across the household. As many of these illnesses can be transmitted through saliva and contact with other pets and humans, this might cause further infections to the people and other pets in the household. Dogs and cats are more susceptible to illness as they roam around the neighborhood and sniff and lick themselves, other animals, and humans. Some common illnesses are parvovirus, rabies, kennel cough, and ringworm, among many others. Such factors further propel the importance and growth of the veterinary care segment.

Segmentation by Veterinary & Medication

- Veterinary

- Medication

INSIGHTS BY BEAUTY AND COSMETICS

The global pet care market by beauty & cosmetics is segmented into hair & skin, dental care, and others. The hair & skin segment held the largest segmental market share in 2022. Dogs and cats are major pets that spend considerable time outdoors. Dogs and cats love their time outdoors, from parks to beaches to trails to hikes, and can collect dust and other organisms on their fur during their time outside. Due to this time spent outdoors, pets accumulate bacteria, dirt, mud, germs, and ticks, among many other things. This makes the pets uncomfortable and can lead to diseases if not cared for. Shampoos and conditioners ensure that the pet is free from such infections, which can cause harm not only to pets but also to the people who encounter these pets. Hence, such reasons propel the growth of the pet shampoos and conditioner market during the forecasted period.

Segmentation by Beauty & Cosmetics

- Hair & Skin

- Dental Care

- Others

INSIGHTS BY PET SERVICES

The global pet care market by pet services is segmented into grooming and training services. The grooming services hold the most prominent segmental share and are projected to witness the highest compound annual growth in the pet services segment. Daily grooming reduces the chances of several health issues, such as infections, allergies, bacterial diseases, and other skin problems. Professional dog groomers use different tools and techniques to groom various sizes and breeds of dogs. The groomers are in specialized dog salons, veterinary practices, kennels, daycare centers, pet supply stores, and mobile grooming vans. Moreover, many pet owners treat dogs as family members and willingly offer premium care such as healthcare, organic food, training, and regular grooming. Dog grooming refers to cleaning a dog to ensure basic hygiene and enhance its physical appearance. Regular grooming is done to maintain the health and hygiene of a dog.

Segmentation by Pet Services

- Grooming Services

- Training Services

- Others

INSIGHTS BY END-USERS

The global end-user pet care market is segmented into dogs, cats, and birds. Dogs are the most domesticated pets across the

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globe. Dogs are known to be friendly and protective. This bond between the pet and the human has been known for a long time and has helped the dog segment hold the most dominant share in the end-users segment. Furthermore, potential police dogs and dogs adopted to serve in other security forces are offered advanced-level training for agility, personal protection, rescue and retrieval, and scent detection. The training programs for such dogs differ from the standard training programs regarding objectives, difficulty level, duration, and distractions. Moreover, cats are the second most preferred animal as a pet after dogs across the globe-approximately 35% of the total pet-owning population in the U.S. own cats. Cat training institutes are relatively fewer in numbers as compared to dog training institutes. Vendors offering cat training services have a good scope for growth since many individuals own cats.

Segmentation by End-Users

- Dogs
- Cats
- Birds
- Others

INSIGHTS BY DISTRIBUTION CHANNEL

The offline distribution channel had the highest pet care market share in 2022; factors such as the broader reach in areas that lack better connectivity and high consumer trust associated with touching and experiencing the quality of products are driving the growth of this segment. One of the prime modes of equipment sales globally is through dealers and distributors. These dealers and distributors sell pet care products from original equipment manufacturers. The offline pet care product distribution systems differ from online distribution regarding technical support and customer service needs.

GEOGRAPHICAL ANALYSIS

North America holds the most prominent share of the global pet care market, accounting for over 49% in 2022. Furthermore, the U.S. has a significant stake in the North American pet care market. The U.S. market is driven by specialty stores, mass merchandisers, and modern grocery retailers such as supermarkets and hypermarkets. Also, many private labels have entered the market, seeing the massive potential for new products and variety in the pet food market in the United States. However, compared to other food industries, pet owners are much more brand loyal; thus, branding is one of the critical factors in the pet food industry. Frequent product recalls might affect the private labels; therefore, they must gain the confidence of the pet owners through branding and promotions.

Segmentation by Geography

- North America
 - o□US
 - o□Canada
- Europe
 - o□UK
 - o□Germany
 - o□France
 - o□Italy
 - o□Spain
 - o□Russia
- APAC

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- o India
- o Australia
- o Philippines
- o China
- o South Korea
- o Singapore
- Latin America
- o Brazil
- o Mexico
- o Argentina
- Middle East & Africa
- o Saudi Arabia
- o South Africa
- o UAE

COMPETITIVE LANDSCAPE

The global pet care market is highly fragmented as multiple players exist across various market attributes. The pet food segment has witnessed the presence of numerous entities in the market; however, the global pet care market share has been dominated by international players such as Mars Inc., Nestle Purina, and J.M Smucker Company. Further, multiple local companies create healthy competition, leading competitors to diversify their product portfolio. With an increasing demand for chemical-free and safe products, companies have started manufacturing more nutritious products with fewer chemicals or preservatives.

Key Company Profiles

- Nestle Purina
- Mars Inc
- J.M Smucker Company

Other Prominent Vendors

- Colgate-Palmolive
- General Mills Inc.
- Diamond Pet Foods
- Simmons Pet Food
- Ainsworth Pet Nutrition
- American Nutrition
- Elmira Pet Products
- Fromm Family Foods, LLC.
- Halo Purely for Pets
- Kriser's
- Camp Bow Wow
- Pet Palace
- Preppie Pooch
- Canine Studio
- Chama's
- Oscar's Pet Resort

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- []Canine House of Style
- []The Zuri Pet Spa & Resort
- []Fur Frenzy Pet Spa
- []Rush Direct Inc.
- []Red Rover

KEY QUESTIONS ANSWERED:

- 1.[]How big is the pet care market?
- 2.[]What is the growth rate of the global pet care market?
- 3.[]Which region dominates the global pet care market share?
- 4.[]What are the significant trends in the pet care industry?
- 5.[]Who are the key players in the global pet care market?

Table of Contents:

- 1 RESEARCH METHODOLOGY
- 2 RESEARCH OBJECTIVES
- 3 RESEARCH PROCESS
- 4 SCOPE & COVERAGE
 - 4.1 MARKET DEFINITION
 - 4.1.1 INCLUSIONS
 - 4.1.2 EXCLUSIONS
 - 4.1.3 MARKET ESTIMATION CAVEATS
 - 4.2 BASE YEAR
 - 4.3 SCOPE OF THE STUDY
 - 4.3.1 MARKET SEGMENTATION BY PRODUCT TYPE
 - 4.3.2 MARKET SEGMENTATION BY FOOD TYPE
 - 4.3.3 MARKET SEGMENTATION BY VETERINARY AND MEDICATION
 - 4.3.4 MARKET SEGMENTATION BY PET GROOMING SERVICES
 - 4.3.5 MARKET SEGMENTATION BY DISTRIBUTION CHANNEL
 - 4.3.6 MARKET SEGMENTATION BY GEOGRAPHY
- 5 REPORT ASSUMPTIONS & CAVEATS
 - 5.1 KEY CAVEATS
 - 5.2 CURRENCY CONVERSION
 - 5.3 MARKET DERIVATION
- 6 PREMIUM INSIGHTS
 - 6.1 OVERVIEW
 - 6.1.1 INCREASING TECHNOLOGICAL INTEGRATION
 - 6.1.2 RISING PET HUMANIZATION
 - 6.1.3 GROWING DEMAND FOR CHEMICAL-FREE PRODUCTS
 - 6.2 PRODUCT TYPE
 - 6.3 FOOD TYPE
 - 6.4 VETERINARY & MEDICATION

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- 6.5 BEAUTY AND COSMETICS
- 6.6 PET GROOMING SERVICES
- 6.7 END-USERS
- 6.8 DISTRIBUTION CHANNEL
- 6.9 COMPETITIVE LANDSCAPE

- 7 MARKET AT A GLANCE

- 8 INTRODUCTION

- 8.1 OVERVIEW

- 8.1.1 PET HUMANIZATION

- 8.1.2 IMPACT OF PET HUMANIZATION ON PET CARE MARKET

- 8.1.3 PET MICROCHIPS

- 8.1.4 CONTRIBUTION OF PET INSURANCE TO PET CARE MARKET

- 8.1.5 GROUND BREAKING TECHNOLOGICAL INNOVATION SHAPING THE PET CARE MARKET

- 9 MARKET OPPORTUNITIES & TRENDS

- 9.1 INCREASING TECHNOLOGICAL INTEGRATION

- 9.2 GROWING DEMAND FOR CHEMICAL-FREE AND ECO-FRIENDLY PRODUCTS

- 9.3 INCREASING MOBILE PET GROOMING SERVICES & ENROLMENT FOR GROOMING AND EXPOS

- 9.4 GROWTH IN PET ADOPTION

- 10 GROWTH ENABLERS

- 10.1 RISE IN PET HUMANIZATION

- 10.2 INCREASING BUSINESS OPPORTUNITY

- 10.3 AVAILABILITY OF CUSTOMIZED AND SUPERFOOD ONLINE

- 11 MARKET RESTRAINTS

- 11.1 PRODUCT RECALLS DUE TO POSSIBLE CONTAMINATION

- 11.2 TOXIC AND HARMFUL CHEMICAL IN PET PRODUCTS

- 12 MARKET LANDSCAPE

- 12.1 MARKET OVERVIEW

- 12.2 MARKET SIZE & FORECAST

- 12.3 FIVE FORCES ANALYSIS

- 12.3.1 THREAT OF NEW ENTRANTS

- 12.3.2 BARGAINING POWER OF SUPPLIERS

- 12.3.3 BARGAINING POWER OF BUYERS

- 12.3.4 THREAT OF SUBSTITUTES

- 12.3.5 COMPETITIVE RIVALRY

- 13 PRODUCT TYPE

- 13.1 MARKET SNAPSHOT & GROWTH ENGINE

- 13.2 MARKET OVERVIEW

- 13.3 FOOD

- 13.3.1 MARKET OVERVIEW

- 13.3.2 MARKET SIZE & FORECAST

- 13.3.3 MARKET BY GEOGRAPHY

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13.4 VETERINARY & MEDICATION

13.4.1 MARKET OVERVIEW

13.4.2 MARKET SIZE & FORECAST

13.4.3 MARKET BY GEOGRAPHY

13.5 PET SERVICES

13.5.1 MARKET OVERVIEW

13.5.2 MARKET SIZE & FORECAST

13.5.3 MARKET BY GEOGRAPHY

13.6 BEAUTY & COSMETICS

13.6.1 MARKET OVERVIEW

13.6.2 MARKET SIZE & FORECAST

13.6.3 MARKET BY GEOGRAPHY

13.7 INSURANCE

13.7.1 MARKET OVERVIEW

13.7.2 MARKET SIZE & FORECAST

13.7.3 MARKET BY GEOGRAPHY

13.8 OTHERS

13.8.1 MARKET OVERVIEW

13.8.2 MARKET SIZE & FORECAST

13.8.3 MARKET BY GEOGRAPHY

14 FOOD

14.1 MARKET SNAPSHOT & GROWTH ENGINE

14.2 MARKET OVERVIEW

14.3 DRY FOOD

14.3.1 MARKET OVERVIEW

14.3.2 MARKET SIZE & FORECAST

14.3.3 MARKET BY GEOGRAPHY

14.4 WET FOOD

14.4.1 MARKET OVERVIEW

14.4.2 MARKET SIZE & FORECAST

14.4.3 MARKET BY GEOGRAPHY

14.5 TREATS

14.5.1 MARKET OVERVIEW

14.5.2 MARKET SIZE & FORECAST

14.5.3 MARKET BY GEOGRAPHY

14.6 OTHER FOODS

14.6.1 MARKET OVERVIEW

14.6.2 MARKET SIZE & FORECAST

14.6.3 MARKET BY GEOGRAPHY

15 VETERINARY & MEDICATION

15.1 MARKET SNAPSHOT & GROWTH ENGINE

15.2 MARKET OVERVIEW

15.3 VETERINARY

15.3.1 MARKET OVERVIEW

15.3.2 MARKET SIZE & FORECAST

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15.3.3 MARKET BY GEOGRAPHY

15.4 MEDICATION

15.4.1 MARKET OVERVIEW

15.4.2 MARKET SIZE & FORECAST

15.4.3 MARKET BY GEOGRAPHY

16 BEAUTY & COSMETICS

16.1 MARKET SNAPSHOT & GROWTH ENGINE

16.2 MARKET OVERVIEW

16.3 HAIR & SKINCARE

16.3.1 MARKET OVERVIEW

16.3.2 MARKET SIZE & FORECAST

16.3.3 MARKET BY GEOGRAPHY

16.4 DENTAL CARE

16.4.1 MARKET OVERVIEW

16.4.2 MARKET SIZE & FORECAST

16.4.3 MARKET BY GEOGRAPHY

16.5 OTHERS

16.5.1 MARKET OVERVIEW

16.5.2 MARKET SIZE & FORECAST

16.5.3 MARKET BY GEOGRAPHY

17 PET SERVICES

17.1 MARKET SNAPSHOT & GROWTH ENGINE

17.2 MARKET OVERVIEW

17.3 GROOMING SERVICES

17.3.1 MARKET OVERVIEW

17.3.2 MARKET SIZE & FORECAST

17.3.3 MARKET BY GEOGRAPHY

17.4 TRAINING SERVICES

17.4.1 MARKET OVERVIEW

17.4.2 MARKET SIZE & FORECAST

17.4.3 MARKET BY GEOGRAPHY

17.5 OTHER SERVICES

17.5.1 MARKET OVERVIEW

17.5.2 MARKET SIZE & FORECAST

17.5.3 MARKET BY GEOGRAPHY

18 END-USERS

18.1 MARKET SNAPSHOT & GROWTH ENGINE

18.2 MARKET OVERVIEW

18.3 DOGS

18.3.1 MARKET OVERVIEW

18.3.2 MARKET SIZE & FORECAST

18.3.3 MARKET BY GEOGRAPHY

18.4 CATS

18.4.1 MARKET OVERVIEW

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- 18.4.2 MARKET SIZE & FORECAST
- 18.4.3 MARKET BY GEOGRAPHY
- 18.5 BIRDS
 - 18.5.1 MARKET OVERVIEW
 - 18.5.2 MARKET SIZE & FORECAST
 - 18.5.3 MARKET BY GEOGRAPHY
- 18.6 OTHERS
 - 18.6.1 MARKET OVERVIEW
 - 18.6.2 MARKET SIZE & FORECAST
 - 18.6.3 MARKET BY GEOGRAPHY

- 19 DISTRIBUTION CHANNEL
 - 19.1 MARKET SNAPSHOT & GROWTH ENGINE
 - 19.2 MARKET OVERVIEW
 - 19.3 OFFLINE
 - 19.3.1 MARKET OVERVIEW
 - 19.3.2 DEALERS & DISTRIBUTION
 - 19.3.3 CONVENIENCE STORES
 - 19.3.4 MARKET SIZE & FORECAST
 - 19.3.5 MARKET BY GEOGRAPHY
 - 19.4 ONLINE
 - 19.4.1 MARKET OVERVIEW
 - 19.4.1 DIRECT SALES
 - 19.4.2 THIRD-PARTY SALES
 - 19.4.3 MARKET SIZE & FORECAST
 - 19.4.4 MARKET BY GEOGRAPHY

- 20 GEOGRAPHY
 - 20.1 MARKET SNAPSHOT & GROWTH ENGINE
 - 20.2 GEOGRAPHIC OVERVIEW

- 21 NORTH AMERICA
 - 21.1 MARKET OVERVIEW
 - 21.2 MARKET SIZE & FORECAST
 - 21.3 PRODUCT TYPE
 - 21.3.1 MARKET SIZE & FORECAST
 - 21.4 FOOD
 - 21.4.1 MARKET SIZE & FORECAST
 - 21.5 VETERINARY CARE & MEDICATION
 - 21.5.1 MARKET SIZE & FORECAST
 - 21.6 PET SERVICES
 - 21.6.1 MARKET SIZE & FORECAST
 - 21.7 BEAUTY & COSMETICS
 - 21.7.1 MARKET SIZE & FORECAST
 - 21.8 END-USERS
 - 21.8.1 MARKET SIZE & FORECAST
 - 21.9 DISTRIBUTION CHANNEL

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- 21.9.1 MARKET SIZE & FORECAST
- 21.10 KEY COUNTRIES
- 21.10.1 US: MARKET SIZE & FORECAST
- 21.10.2 CANADA: MARKET SIZE & FORECAST

- 22 EUROPE
- 22.1 MARKET OVERVIEW
- 22.2 MARKET SIZE & FORECAST
- 22.3 PRODUCT TYPE
- 22.3.1 MARKET SIZE & FORECAST
- 22.4 FOOD
- 22.4.1 MARKET SIZE & FORECAST
- 22.5 BEAUTY & COSMETICS
- 22.5.1 MARKET SIZE & FORECAST
- 22.6 VETERINARY CARE & MEDICATION
- 22.6.1 MARKET SIZE & FORECAST
- 22.7 PET SERVICES
- 22.7.1 MARKET SIZE & FORECAST
- 22.8 END-USERS
- 22.8.1 MARKET SIZE & FORECAST
- 22.9 DISTRIBUTION CHANNEL
- 22.9.1 MARKET SIZE & FORECAST
- 22.10 KEY COUNTRIES
- 22.10.1 UK: MARKET SIZE & FORECAST
- 22.10.2 GERMANY: MARKET SIZE & FORECAST
- 22.10.3 ITALY: MARKET SIZE & FORECAST
- 22.10.4 FRANCE: MARKET SIZE & FORECAST
- 22.10.5 SPAIN: MARKET SIZE & FORECAST
- 22.10.6 RUSSIA: MARKET SIZE & FORECAST

- 23 APAC
- 23.1 MARKET OVERVIEW
- 23.2 MARKET SIZE & FORECAST
- 23.3 PRODUCT TYPE
- 23.3.1 MARKET SIZE & FORECAST
- 23.4 FOOD
- 23.4.1 MARKET SIZE & FORECAST
- 23.5 BEAUTY & COSMETICS
- 23.5.1 MARKET SIZE & FORECAST
- 23.6 VETERINARY CARE & MEDICATION
- 23.6.1 MARKET SIZE & FORECAST
- 23.7 PET SERVICES
- 23.7.1 MARKET SIZE & FORECAST
- 23.8 END-USERS
- 23.8.1 MARKET SIZE & FORECAST
- 23.9 DISTRIBUTION CHANNEL
- 23.9.1 MARKET SIZE & FORECAST

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23.10 KEY COUNTRIES

23.10.1 CHINA: MARKET SIZE & FORECAST

23.10.2 INDIA: MARKET SIZE & FORECAST

23.10.3 PHILIPPINES: MARKET SIZE & FORECAST

23.10.4 SOUTH KOREA: MARKET SIZE & FORECAST

23.10.5 AUSTRALIA: MARKET SIZE & FORECAST

23.10.6 SINGAPORE: MARKET SIZE & FORECAST

24 LATIN AMERICA

24.1 MARKET OVERVIEW

24.2 MARKET SIZE & FORECAST

24.3 PRODUCT TYPE

24.3.1 MARKET SIZE & FORECAST

24.4 FOOD

24.4.1 MARKET SIZE & FORECAST

24.5 BEAUTY & COSMETICS

24.5.1 MARKET SIZE & FORECAST

24.6 VETERINARY CARE & MEDICATION

24.6.1 MARKET SIZE & FORECAST

24.7 PET SERVICES

24.7.1 MARKET SIZE & FORECAST

24.8 END-USERS

24.8.1 MARKET SIZE & FORECAST

24.9 DISTRIBUTION CHANNEL

24.9.1 MARKET SIZE & FORECAST

24.10 KEY COUNTRIES

24.10.1 BRAZIL: MARKET SIZE & FORECAST

24.10.2 MEXICO: MARKET SIZE & FORECAST

24.10.3 ARGENTINA: MARKET SIZE & FORECAST

25 MIDDLE EAST & AFRICA

25.1 MARKET OVERVIEW

25.2 MARKET SIZE & FORECAST

25.3 PRODUCT TYPE

25.3.1 MARKET SIZE & FORECAST

25.4 FOOD

25.4.1 MARKET SIZE & FORECAST

25.5 BEAUTY & COSMETICS

25.5.1 MARKET SIZE & FORECAST

25.6 VETERINARY CARE & MEDICATION

25.6.1 MARKET SIZE & FORECAST

25.7 PET SERVICES

25.7.1 MARKET SIZE & FORECAST

25.8 END-USERS

25.8.1 MARKET SIZE & FORECAST

25.9 DISTRIBUTION CHANNEL

25.9.1 MARKET SIZE & FORECAST

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25.10 KEY COUNTRIES

25.10.1 SAUDI ARABIA: MARKET SIZE & FORECAST

25.10.2 SOUTH AFRICA: MARKET SIZE & FORECAST

25.10.3 UAE: MARKET SIZE & FORECAST

26 COMPETITIVE LANDSCAPE

26.1 COMPETITION OVERVIEW

27 KEY COMPANY PROFILES

27.1 NESTLE PURINA

27.1.1 BUSINESS OVERVIEW

27.1.2 PRODUCT OFFERINGS

27.1.3 KEY STRATEGIES

27.1.4 KEY STRENGTHS

27.1.5 KEY OPPORTUNITIES

27.2 MARS INC

27.2.1 BUSINESS OVERVIEW

27.2.2 PRODUCT OFFERINGS

27.2.3 KEY STRATEGIES

27.2.4 KEY STRENGTHS

27.2.5 KEY OPPORTUNITIES

27.3 J.M SMUCKER COMPANY

27.3.1 BUSINESS OVERVIEW

27.3.2 PRODUCT OFFERINGS

27.3.3 KEY STRATEGIES

27.3.4 KEY STRENGTHS

27.3.5 KEY OPPORTUNITIES

28 OTHER PROMINENT VENDORS

28.1 COLGATE-PALMOLIVE

28.1.1 BUSINESS OVERVIEW

28.1.2 PRODUCT OFFERINGS

28.2 GENERAL MILLS

28.2.1 BUSINESS OVERVIEW

28.2.2 PRODUCT OFFERINGS

28.3 DIAMOND PET FOODS

28.3.1 BUSINESS OVERVIEW

28.3.2 PRODUCT OFFERINGS

28.4 SIMMONS PET FOODS

28.4.1 BUSINESS OVERVIEW

28.4.2 PRODUCT OFFERINGS

28.5 AINSWORTH PET NUTRITION

28.5.1 BUSINESS OVERVIEW

28.5.2 PRODUCT OFFERINGS

28.6 AMERICAN NUTRITION

28.6.1 BUSINESS OVERVIEW

28.6.2 PRODUCT OFFERINGS

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- 28.7 ELMIRA PET PRODUCTS
 - 28.7.1 BUSINESS OVERVIEW
 - 28.7.2 PRODUCT OFFERINGS
- 28.8 FROMM FAMILY FOODS
 - 28.8.1 BUSINESS OVERVIEW
 - 28.8.2 PRODUCT OFFERINGS
- 28.9 HALO PURELY FOR PETS
 - 28.9.1 BUSINESS OVERVIEW
 - 28.9.2 PRODUCT OFFERINGS
- 28.10 KRISERS
 - 28.10.1 BUSINESS OVERVIEW
 - 28.10.2 PRODUCT OFFERINGS
- 28.11 CAMP BOW WOW
 - 28.11.1 BUSINESS OVERVIEW
 - 28.11.2 PRODUCT OFFERINGS
- 28.12 PET PALACE
 - 28.12.1 BUSINESS OVERVIEW
 - 28.12.2 PRODUCT OFFERINGS
- 28.13 PREPPIE POOCH
 - 28.13.1 BUSINESS OVERVIEW
 - 28.13.2 PRODUCT OFFERINGS
- 28.14 CANINE STUDIO
 - 28.14.1 BUSINESS OVERVIEW
 - 28.14.2 PRODUCT OFFERINGS
- 28.15 CHAMA?S
 - 28.15.1 BUSINESS OVERVIEW
 - 28.15.2 PRODUCT OFFERINGS
- 28.16 OSCAR?S PET RESORT
 - 28.16.1 BUSINESS OVERVIEW
 - 28.16.2 PRODUCT OFFERINGS
- 28.17 CANINE HOUSE OF STYLE
 - 28.17.1 BUSINESS OVERVIEW
 - 28.17.2 PRODUCT OFFERINGS
- 28.18 THE ZURI PET SPA & RESORT
 - 28.18.1 BUSINESS OVERVIEW
 - 28.18.2 PRODUCT OFFERINGS
- 28.19 FUR FRENZY PET SPA
 - 28.19.1 BUSINESS OVERVIEW
 - 28.19.2 PRODUCT OFFERINGS
- 28.20 RUSH DIRECT INC.
 - 28.20.1 BUSINESS OVERVIEW
 - 28.20.2 PRODUCT OFFERINGS
- 28.21 RED ROVER
 - 28.21.1 BUSINESS OVERVIEW
 - 28.21.2 PRODUCT OFFERINGS

29 REPORT SUMMARY

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29.1 KEY TAKEAWAYS

29.2 STRATEGIC RECOMMENDATIONS

30 QUANTITATIVE SUMMARY

30.1 MARKET BY GEOGRAPHY

30.2 NORTH AMERICA

30.2.1 PRODUCT TYPE: MARKET SIZE & FORECAST

30.2.2 FOOD: MARKET SIZE & FORECAST

30.2.3 VETERINARY & MEDICATION: MARKET SIZE & FORECAST

30.2.4 PET SERVICES: MARKET SIZE & FORECAST

30.2.5 BEAUTY & COSMETICS: MARKET SIZE & FORECAST

30.2.6 END-USERS: MARKET SIZE & FORECAST

30.2.7 DISTRIBUTION CHANNEL: MARKET SIZE & FORECAST

30.3 EUROPE

30.3.1 PRODUCT TYPE: MARKET SIZE & FORECAST

30.3.2 FOOD: MARKET SIZE & FORECAST

30.3.3 VETERINARY & MEDICATION: MARKET SIZE & FORECAST

30.3.4 PET SERVICES: MARKET SIZE & FORECAST

30.3.5 BEAUTY & COSMETICS: MARKET SIZE & FORECAST

30.3.6 END-USERS: MARKET SIZE & FORECAST

30.3.7 DISTRIBUTION CHANNEL: MARKET SIZE & FORECAST

30.4 APAC

30.4.1 PRODUCT TYPE: MARKET SIZE & FORECAST

30.4.2 FOOD: MARKET SIZE & FORECAST

30.4.3 VETERINARY CARE & MEDICATION: MARKET SIZE & FORECAST

30.4.4 BEAUTY & COSMETICS: MARKET SIZE & FORECAST

30.4.5 PET SERVICES: MARKET SIZE & FORECAST

30.4.6 END-USERS: MARKET SIZE & FORECAST

30.4.7 DISTRIBUTION CHANNEL: MARKET SIZE & FORECAST

30.5 LATIN AMERICA

30.5.1 PRODUCT TYPE: MARKET SIZE & FORECAST

30.5.2 FOOD: MARKET SIZE & FORECAST

30.5.3 VETERINARY CARE & MEDICATION: MARKET SIZE & FORECAST

30.5.4 BEAUTY & COSMETICS: MARKET SIZE & FORECAST

30.5.5 PET SERVICES: MARKET SIZE & FORECAST

30.5.6 END-USERS: MARKET SIZE & FORECAST

30.5.7 DISTRIBUTION CHANNEL: MARKET SIZE & FORECAST

30.6 MIDDLE EAST & AFRICA

30.6.1 PRODUCT TYPE: MARKET SIZE & FORECAST

30.6.2 FOOD: MARKET SIZE & FORECAST

30.6.3 VETERINARY CARE & MEDICATION: MARKET SIZE & FORECAST

30.6.4 BEAUTY & COSMETICS: MARKET SIZE & FORECAST

30.6.5 PET SERVICES: MARKET SIZE & FORECAST

30.6.6 END-USERS: MARKET SIZE & FORECAST

30.6.7 DISTRIBUTION CHANNEL: MARKET SIZE & FORECAST

31 APPENDIX

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31.1 ABBREVIATIONS

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