

Europe Bird Food Market Report and Forecast 2024-2032

Market Report | 2024-06-20 | 167 pages | EMR Inc.

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Report description:

Europe Bird Food Market Report and Forecast 2024-2032

Market outlook

According to the report by Expert Market Research (EMR), the Europe bird food market is reached a value of USD 599.18 million in 2023. Aided by the increasing interest in bird watching and the growing awareness of the benefits of bird feeding, the market is projected to further grow at a CAGR of 6.2% between 2024 and 2032 to reach a value of USD 1029.58 million by 2032.

Bird food, encompassing a variety of seeds, grains, fruits, and insects, is essential for the sustenance of both wild and domestic birds. The popularity of bird feeding as a hobby has surged across Europe, driven by the increasing interest in wildlife conservation and the recreational benefits of bird watching. The nutritional content of bird food, tailored to meet the dietary needs of different bird species, enhances their health, supports breeding, and promotes biodiversity.

The increasing consumer interest in bird watching and wildlife conservation is driving the Europe bird food market growth. With the rising awareness of the ecological benefits of feeding birds, more individuals and communities are engaging in bird feeding activities. This trend is further fuelled by the therapeutic and educational aspects of bird watching, which is becoming a popular pastime in urban and rural areas alike.

Moreover, the growing emphasis on biodiversity conservation and the protection of bird species play a significant role in propelling the bird food market in Europe. Various initiatives by conservation organisations and government bodies to promote bird feeding and habitat preservation are contributing to market growth. These efforts aim to support bird populations, particularly during harsh weather conditions and breeding seasons, enhancing their survival rates.

The expanding applications of bird food in different settings also bolster the market. In residential areas, bird food is commonly used to attract and nourish garden birds, creating vibrant outdoor spaces. Public parks and nature reserves also use bird food to support bird populations and engage visitors in wildlife observation. Additionally, bird food is utilised in aviaries and bird rehabilitation centres to ensure the health and recovery of captive and injured birds.

The increasing demand for organic and natural bird food products is another driving factor. As consumers become more environmentally conscious, there is a rising preference for bird food free from synthetic additives and pesticides. This shift towards natural products aligns with broader trends in sustainability and organic living, further boosting the bird food market in Europe.

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The market is witnessing diverse applications across various sectors, further bolstering its growth. In residential settings, bird food is widely used to attract and sustain garden birds. Homeowners and bird enthusiasts set up feeders filled with seeds, nuts, and suet to draw a variety of bird species to their gardens, enhancing their outdoor spaces and supporting local wildlife, consequently driving up the Europe bird food market share.

In public parks and nature reserves, bird food is essential for maintaining healthy bird populations and providing visitors with opportunities for bird watching. These settings often feature feeding stations and educational programs to promote wildlife conservation and engage the public in nature observation. The availability of bird food in these areas helps sustain bird populations, particularly during times of food scarcity.

The aviary and bird rehabilitation sector also benefits significantly from bird food. Aviaries, which house a variety of bird species for conservation and educational purposes, rely on high-quality bird food to meet the nutritional needs of their residents. Bird rehabilitation centres use specialised diets to support the recovery and health of injured and rescued birds, ensuring they receive the necessary nutrients for their rehabilitation.

As per the Europe bird food market analysis, retail stores and online platforms play a crucial role in the distribution of bird food. Pet stores, garden centres, and e-commerce sites offer a wide range of bird food products to cater to the needs of different bird species and consumer preferences. The convenience and accessibility of these retail channels contribute to the widespread availability of bird food, driving market growth.

Market Segmentation □

The market can be divided based on product type, price range, bird type, distribution channel, and region

Market Breakup by Product Type

- Seed
- Feed
- Treats
- Suet
- Others

Market Breakup by Price Range

- Economical
- Mass
- Premium

Market Breakup by Bird Type

- Wild Birds
- Caged Birds

Market Breakup by Distribution Channel

- Supermarkets and Hypermarkets
- Pet Speciality Stores
- Drug and Pharmacy Stores
- Multi-Brand Stores
- Online Retailers
- Others

Market Breakup by Region

- United Kingdom
- Germany
- France
- Italy
- Others

Competitive landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in global Europe bird food market. some of the major players

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explored in the report by expert market research are as follows:

- [] Mars, Incorporated
- [] Bulldog Products Limited
- [] Rolli-Pet Tiernahrung GmbH
- [] Mealberry GmbH
- [] CJ WildBird Foods Ltd.
- [] TRIXIE Heimtierbedarf GmbH & Co. KG
- [] Kessler Zoologiegroßhandel GmbH & Co. KG
- [] Versele-Laga NV
- [] Casapet Srl
- [] Others

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Table of Contents:

- 1 Preface
- 2 Report Coverage - Key Segmentation and Scope
- 3 Report Description
 - 3.1 Market Definition and Outlook
 - 3.2 Properties and Applications
 - 3.3 Market Analysis
 - 3.4 Key Players
- 4 Key Assumptions
- 5 Executive Summary
 - 5.1 Overview
 - 5.2 Key Drivers
 - 5.3 Key Developments
 - 5.4 Competitive Structure
 - 5.5 Key Industrial Trends
- 6 Market Snapshot
- 7 Opportunities and Challenges in the Market
- 8 Europe Bird Food Market Overview
 - 8.1 Key Industry Highlights
 - 8.2 Europe Bird Food Historical Market (2018-2023)
 - 8.3 Europe Bird Food Market Forecast (2024-2032)
- 9 Europe Bird Food Market by Product Type
 - 9.1 Seed
 - 9.1.1 Historical Trend (2018-2023)

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- 9.1.2 Forecast Trend (2024-2032)
- 9.2 Feed
 - 9.2.1 Historical Trend (2018-2023)
 - 9.2.2 Forecast Trend (2024-2032)
- 9.3 Treats
 - 9.3.1 Historical Trend (2018-2023)
 - 9.3.2 Forecast Trend (2024-2032)
- 9.4 Suet
 - 9.4.1 Historical Trend (2018-2023)
 - 9.4.2 Forecast Trend (2024-2032)
- 9.5 Others
- 10 Europe Bird Food Market by Price Range
 - 10.1 Economical
 - 10.1.1 Historical Trend (2018-2023)
 - 10.1.2 Forecast Trend (2024-2032)
 - 10.2 Mass
 - 10.2.1 Historical Trend (2018-2023)
 - 10.2.2 Forecast Trend (2024-2032)
 - 10.3 Premium
 - 10.3.1 Historical Trend (2018-2023)
 - 10.3.2 Forecast Trend (2024-2032)
- 11 Europe Bird Food Market by Bird Type
 - 11.1 Wild Birds
 - 11.1.1 Historical Trend (2018-2023)
 - 11.1.2 Forecast Trend (2024-2032)
 - 11.2 Caged Birds
 - 11.2.1 Historical Trend (2018-2023)
 - 11.2.2 Forecast Trend (2024-2032)
- 12 Europe Bird Food Market by Distribution Channel
 - 12.1 Supermarkets and Hypermarkets
 - 12.1.1 Historical Trend (2018-2023)
 - 12.1.2 Forecast Trend (2024-2032)
 - 12.2 Pet Speciality Stores
 - 12.2.1 Historical Trend (2018-2023)
 - 12.2.2 Forecast Trend (2024-2032)
 - 12.3 Drug and Pharmacy Stores
 - 12.3.1 Historical Trend (2018-2023)
 - 12.3.2 Forecast Trend (2024-2032)
 - 12.4 Multi-Brand Stores
 - 12.4.1 Historical Trend (2018-2023)
 - 12.4.2 Forecast Trend (2024-2032)
 - 12.5 Online Retailers
 - 12.5.1 Historical Trend (2018-2023)
 - 12.5.2 Forecast Trend (2024-2032)
 - 12.6 Others
- 13 Europe Bird Food Market by Country
 - 13.1 United Kingdom

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- 13.1.1 Historical Trend (2018-2023)
 - 13.1.2 Forecast Trend (2024-2032)
- 13.2 Germany
 - 13.2.1 Historical Trend (2018-2023)
 - 13.2.2 Forecast Trend (2024-2032)
- 13.3 France
 - 13.3.1 Historical Trend (2018-2023)
 - 13.3.2 Forecast Trend (2024-2032)
- 13.4 Italy
 - 13.4.1 Historical Trend (2018-2023)
 - 13.4.2 Forecast Trend (2024-2032)
- 13.5 Others
- 14 Market Dynamics
 - 14.1 SWOT Analysis
 - 14.1.1 Strengths
 - 14.1.2 Weaknesses
 - 14.1.3 Opportunities
 - 14.1.4 Threats
 - 14.2 Porter's Five Forces Analysis
 - 14.2.1 Supplier's Power
 - 14.2.2 Buyer's Power
 - 14.2.3 Threat of New Entrants
 - 14.2.4 Degree of Rivalry
 - 14.2.5 Threat of Substitutes
 - 14.3 Key Indicators for Demand
 - 14.4 Key Indicators for Price
- 15 Competitive Landscape
 - 15.1 Market Structure
 - 15.2 Company Profiles
 - 15.2.1 Mars, Incorporated
 - 15.2.1.1 Company Overview
 - 15.2.1.2 Product Portfolio
 - 15.2.1.3 Demographic Reach and Achievements
 - 15.2.1.4 Certifications
 - 15.2.2 Bulldog Products Limited
 - 15.2.2.1 Company Overview
 - 15.2.2.2 Product Portfolio
 - 15.2.2.3 Demographic Reach and Achievements
 - 15.2.2.4 Certifications
 - 15.2.3 Rolli-Pet Tiernahrung GmbH
 - 15.2.3.1 Company Overview
 - 15.2.3.2 Product Portfolio
 - 15.2.3.3 Demographic Reach and Achievements
 - 15.2.3.4 Certifications
 - 15.2.4 Mealberry GmbH
 - 15.2.4.1 Company Overview
 - 15.2.4.2 Product Portfolio

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- 15.2.4.3 Demographic Reach and Achievements
- 15.2.4.4 Certifications
- 15.2.5 CJ WildBird Foods Ltd.
 - 15.2.5.1 Company Overview
 - 15.2.5.2 Product Portfolio
 - 15.2.5.3 Demographic Reach and Achievements
 - 15.2.5.4 Certifications
- 15.2.6 TRIXIE Heimtierbedarf GmbH & Co. KG
 - 15.2.6.1 Company Overview
 - 15.2.6.2 Product Portfolio
 - 15.2.6.3 Demographic Reach and Achievements
 - 15.2.6.4 Certifications
- 15.2.7 Kessler Zoologiegroßhandel GmbH & Co. KG
 - 15.2.7.1 Company Overview
 - 15.2.7.2 Product Portfolio
 - 15.2.7.3 Demographic Reach and Achievements
 - 15.2.7.4 Certifications
- 15.2.8 Versele-Laga NV
 - 15.2.8.1 Company Overview
 - 15.2.8.2 Product Portfolio
 - 15.2.8.3 Demographic Reach and Achievements
 - 15.2.8.4 Certifications
- 15.2.9 Casapet Srl
 - 15.2.9.1 Company Overview
 - 15.2.9.2 Product Portfolio
 - 15.2.9.3 Demographic Reach and Achievements
 - 15.2.9.4 Certifications
- 15.2.10 Others
- 16 Key Trends and Developments in the Market

List of Key Figures and Tables

1. Europe Bird Food Market: Key Industry Highlights, 2018 and 2032
2. Europe Bird Food Historical Market: Breakup by Product Type (USD Million), 2018-2023
3. Europe Bird Food Market Forecast: Breakup by Product Type (USD Million), 2024-2032
4. Europe Bird Food Historical Market: Breakup by Price Range (USD Million), 2018-2023
5. Europe Bird Food Market Forecast: Breakup by Price Range (USD Million), 2024-2032
6. Europe Bird Food Historical Market: Breakup by Bird Type (USD Million), 2018-2023
7. Europe Bird Food Market Forecast: Breakup by Bird Type (USD Million), 2024-2032
8. Europe Bird Food Historical Market: Breakup by Distribution Channel (USD Million), 2018-2023
9. Europe Bird Food Market Forecast: Breakup by Distribution Channel (USD Million), 2024-2032
10. Europe Bird Food Historical Market: Breakup by Country (USD Million), 2018-2023
11. Europe Bird Food Market Forecast: Breakup by Country (USD Million), 2024-2032
12. Europe Bird Food Market Structure

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