

## 2015 Deep Research on Chinese Pet Food Market

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Date:	January 4, 2015
Pages:	140
Price:	US\$ 3,500.00
ID:	2F7BD99D65AEN

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Pet food is the food for pets and little animals, and is a kind of high-grade animal food between human food and traditional livestock feed. The main function of animal feed is to provide the nutrition for pets' most basic daily needs, growth and health.

In the middle and the end of the 20th century, pet food developed quickly in America and regions in Europe. At the beginning of the 20th century, pet food and pet related industries has accomplished the starting and developing period in America and Europe. After years of development, global pet food industry has formed a great market scale. For now, though Europe is the largest regional market in global pet food industry, Asia-Pacific region has become the regional markets with most rapid development momentum. Among them Chinese pet food market enjoy a steady annual grow from 8% to 15%, and unquestionably become the hottest emerging markets.

Compared with foreign pet food industry, the Chinese pet food industry started late with small-scale and slow development. But after just ten years, China pet food industry has undergone rapid changes. From the small workshop OEM production in the beginning, to the current scaled, branding operation, Chinese domestic pet food companies has quickly completed the upgrade of its industry, and has formed four major categories including dry food, wet food, snacks and nutriment, which is a great variety of products.

In recent years, China's pet food companies continue to increase investment in R&D and equipment and jointly enhance the productivity of the entire industry. In 2013, China's pet food output reached 142,000 tons with an increase of 9.10%. Correspondingly, our pet food market demand in recent years has become increasingly strong. In 2013, China's total retail volume of pet food reached 115,200 tons with an increase of 8.04%; total retail sales reached RMB 3.282 billion with an increase of 12.22%.

As the establishment and continuous improvement of management mechanism of the industry and the continuous impetus from market demand, it is estimated that in the coming years, China will continue to maintain a rapid growth of the size of the pet food market. It is estimated that in 2018, China's retail sales of pet food market will be close to RMB 6 billion.

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Specification: 1.5/14 Kg

Specification: 100g; suitable for baby cat at the weaning period of less than 4 months

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