

MARKET PLAN FOR DRY PET FOOD IN EUROPE

STRATEGIES TO GROW YOUR BUSINESS

Prepared by:

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In this case study, a US-based pet food manufacturer required a market plan for setting up a dry pet food business in Europe. The client required quantitative and qualitative information, especially regarding the differences in consumer preferences between these markets. CPL delivered a comprehensive report, including growth forecasts for each country and go-to-market strategy recommendations.

The client required a marketing plan containing substantial market data on the pet food market in Europe before committing to a project. An outline of the report contents is shown below.

Market Plan for Dry Pet Food in Europe

Executive Summary

- Mission Statement
- Corporate Strategy
 - Market Objectives
 - Market Strategy
 - Market Tactics
- What Will the Client Do?
- SWOT Analysis
- Discussion and Recommendations

Principal Findings - Pet Food Market in Europe

- Europe Pet Food Markets by Country
- European Pet Population
- Pet Food and Pet Care Products Market Value
 - Market Value by Sector
 - Market Size by Country.
 - Market Shares
 - Forecasts

Pet Treats and Cat Litter Market

- Pet Treats
 - USA
- Cat Litter
 - Retail Outlets

Specialist Pet Food Companies

- Iams
- Hills
- Comment

European Aquafeed Market

- Major Findings
- Production

European Horse Market

- Market Trends

Portugal - Pet Food Market

- Recent Political Events
- Economic Forecast
- Agriculture, Forestry and Fishing
- Portugal - Pet Food Market
- Main Findings
- Pet Population
- Value Manufacture Shares of Dog and Cat Food
- Retail Distribution
- Trends To Watch
- Forecast

Spain – Pet Food Market

- Main Findings
- Pet Population
- Proportion of Prepared Food
 - Value Sales
 - Volume and Value Sales of Dog Food
 - Volume and Value Sales of Cat Food
 - Other Pet Food Types
- Pet Care Value
- Private Label
- Value Manufacture Shares of Dog and Cat Food
- Retail Distribution
- Trends To Watch
- Forecast

France – Pet Food Market

- Main Findings
- Legislation
- Pet Population
- Proportion of Prepared Food
- Pet Product Value Sales
 - Dog Food
 - Cat Food
 - Other Pet Food Types
- Pet Care

- Private Label
- Manufacturing Shares of Dog and Cat Food
- Value Manufactures of Treats and Mixers
- Retail Distribution
- Forecast

Germany – Pet Food Market

- Main Findings
- Pet Population
- Proportion of Prepared Food
- Value Sales
 - Dog Food
 - Cat Food
 - Other Pet Food
 - Pet Care
 - Private Label
- Manufacturers Shares of Dog and Cat Food
- Treats and Mixers
- Retail Distribution
- Trends to Watch
- Forecast

Italy – Pet Food Market

- Main Findings
- Legislation
- Pet Population
- Proportion of Prepared Food
 - Value Sales
 - Dog Food
 - Cat Food
 - Other Pet Food
 - Pet Care Value
 - Private Label
- Value Manufacture Shares of Dog and Cat Food
- Value Manufacture Shares of Treats and Mixers
- Fish Food
- Retail Distribution
- Forecast

United Kingdom – Pet Food Market

- Market Overview
- EU and UK Legislation
- Domestic Legislation
- Pet Population
- Proportion of Prepared Food
 - Value Sales
 - Dog Food

- Cat Food
- Other Pet Food
- Pet Care Value
- Private Label
- Manufacturers Shares of Dog and Cat Food (% Value)
- Retail Distribution
- Forecast

United States - Pet Food Market

- Main Findings
- Pet Population
- Proportion of Prepared Food
 - Value Sales
 - Dog Food
 - Cat Food
 - Other Pet Food
 - Pet Care Value
 - Private Label
- Manufacturing Shares of Dog and Cat Food
- Treats and Mixers
- Retail Distribution
- Forecast

Tables

Principal Findings

- Executive Summary and Principal Findings
- European Pet Population (Thousands)
- Pet Population By Animal Species (K)
- Value of Sales (\$ Current R.S.P.)
- Value of European Pet Food and Pet Care Market (\$ Million R.S.P.)
- Dog Food: Volume and Value
- Cat Food: Volume and Value
- Other Pet Food and Pet Care Products – Value (\$ Million)

European Pet Food Industry

- Main European Manufacturers (% Sales)
- Value Retail Sales of Pet Food and Pet Care Products By Retail Distribution.
- Table of Forecasts (\$ Million Rsp)
- Forecast By Country (\$ Million R.S.P.)

Pet Treats and Cat Litter Market

- Pet Treats and Mixers Market
- French Manufacturers Share of Dog and Cat Treats and Mixers (% By Value)
- German Manufacturers Share of Treats and Mixers
- Italian Manufacturers Share of Dog Treats and Mixers (%)

- UK Manufacturers Share of Dog Treats and Mixers
- Cat Litter Sales (€ Million R.S.P.)
- European Sales of Pet Food and Pet Care Products By Retail Outlet.
- Value Sales of Pet Food and Pet Care By Retailer (%) and By Country

Specialist, Aquaculture and Horse Market

- Iams (Europe) Turnover (\$ Million)
- European Financial Results (Million €)
- European Aquaculture Production (T)
- European Aquaculture Production By Species (T)
- Location of Fish Farms
- Current and Projected Volume of Commercial Fish Feed
- Horse Population of Some European Countries
- Manufactured Horse Feed

Portugal

- Portugal's Main Trading Partners
- International Assumptions
- Portugal Forecast Summary
- Portuguese Pet Population (Thousand)
- Pet Products Volume and Value
- Proportion of Volume and Value of Imported and Home Produced Pet Food
- Portuguese Manufacturers of Pet Food
- Leading Non Specialist Retailers
- Proportion of Private Label Sales
- Forecast of Pet Products (\$ Million R.S.P.)

Spain

- Spanish Pet Population (Thousands)
- Proportion of Prepared Food (%)
- Value Sales of Pet Food (\$ Billion Current R.S.P.)
- Volume and Value Sales of Dog Food
- Volume and Value Sales of Cat Food
- Volume and Value Sales of Other Pet Food
- Value Sales of Pet Care Products (\$ m R.S.P.)
- Sales of Private Label Products
- Manufacturing Share of Dog and Cat Food (% By Value)
- Leading Non-Specialist Retailers (Turnover \$m Million)
- Value Sales of Pet Food and Pet Care By Retailer (%)
- Forecast of Sales Value of Pet Products (\$ Billion R.S.P.)

France

- French Pet Population (Millions)
- Proportion of Prepared Pet Food
- Value Sales Pet Products (\$ Million Current R.S.P.)
- Volume and Value Sales of Dog Food
- Volume and Value Sales of Cat Food
- Volume and Value Sales of Other Pet Food
- Value Sales of Pet Care Products (\$ Million R.S.P.)
- Private Label Sales
- Manufacturing Share of Dog and Cat Food (% By Value)
- Manufacturing Share of Dog and Cat Treats and Mixers (% By Value)
- Leading Grocery Retailers
- Retail Sales of Pet Food and Pet Care Products (% Value)
- Forecast Value Sales of Pet Products (\$ Million R.S.P.)

Germany

- German Pet Population (Millions)
- Proportion of Prepared Pet Food
- Value Sales of Pet Food and Pet Care Products (\$ Million Current R.S.P.)
- Volume and Value Sales of Dog Food
- Volume and Value Sales of Cat Food
- Volume and Value Sales of Other Pet Food
- Value Sales of Pet Care Products (\$ Million R.S.P.)
- Private Label Sales
- Manufacturing Share of Dog and Cat Food By Value (%)
- Manufacturers Share of Treats and Mixers
- Pet Superstores
- Leading Non-Specialist Food Retailers
- Sales of Pet Food and Pet Care by Retailer (% Value)
- Forecast of Value Sales of Pet Products (\$ Million R.S.P.)

Italy

- Italian Pet Population (Millions)
- Proportion of Prepared Food (%)
- Value Sales (\$ Billion Current R.S.P.)
- Volume and Value Sales of Dog Food
- Volume and Value Sales of Cat Food
- Volume and Value of Other Pet Food
- Value Sales of Pet Care Products (\$ Billion R.S.P.)
- Private Label Sales
- Manufacturers Share of Dog and Cat Food (%)
- Manufacturers Share of Dog Treats and Mixers (%)
- Manufacturer and Market Share of Fish Feed
- Growth of Specialist Pet Shops
- Retail Sales of Pet Food and Pet Care Products (% Value)
- Value Sales of Pet Products (\$ Billion R.S.P.)

United Kingdom

- UK Pet Population (Millions)
- Proportion of Prepared Food (%)
- Value Sales (£ Million Current R.S.P.)
- Volume and Value Sales of Dog Food
- Volume and Value Sales of Cat Food
- Volume and Value Sales of Other Pet Food
- Value Sales of Pet Care Products (£ Million R.S.P.)
- Private Label Sales
- Manufacturing Share of Dog and Cat Food (% Value)
- Leading Non-Specialist Food and Drink Retailers
- Value Sales of Pet Food and Pet Care By Retail Format (% Value)
- Value Sales of Pet Products (£ Million R.S.P.)

United States

- US Pet Population (Millions)
- Proportion of Prepared Food (%)
- Value Sales (\$ Million Current R.S.P.)
- Volume and Value Sales of Dog Food
- Volume and Value Sales of Cat Food
- Volume and Value of Other Pet Food
- Value Sales of Pet Care Products (\$ Million R.S.P.)
- Private Label Sales
- Manufacturing Share of Dog and Cat Food (%)
- Leading Specialist Retailers
- Value Sales of Pet Food and Pet Care By Retailer (% Value)
- Value Sales of Pet Products (\$ Million R.S.P.)