

Freeze Dried Pet Food 2020 Global Market Analysis, Company Profiles & Industrial Overview Research Forecasting to 2025

PUNE, MAHARASTRA, INDIA, April 3, 2020 /EINPresswire.com/ -- Introduction

Freeze-dried foods are different from dehydrated food. Food is cooled during Freeze-drying while dehydration requires heating. Cooling does not cause structural changes in protein molecules or other nutrients. So Freeze-dried food is almost identical to fresh food. In the Pet Food Industry, 'Natural' has become a buzzword.

Market Dynamics:-

Freeze-dried food is the closest lightweight substitute to fresh food. Because of this, freeze-dried food market has increased 15% in 2015 compared to only 3% increase in refrigerated product. The biggest factor driving the freeze-dried Pet food market is increasing pet population. 'Nuclear Family' structure in western countries has caused pets to become part of the family. A significant percentage of pet owners give Christmas and birthday presents to their pets. Japan has more pets than children. There are more than 600 million pets in the world. This phenomenon is not likely to change anytime soon.

Another factor that distinguishes the Freeze-dried pet foods industry within pet food industry is the sheer superiority of Freeze-dried pet food products.

The biggest restraint to freeze-dried pet foods is cost, they are very expensive, especially in developing countries, and they are unaffordable to most pet owners than in developed countries.

Freeze-dried pet foods are generally meant to be supplementary food. It is sometimes difficult to find 'Complete and balanced' Freeze-dried food products. 'Complete and Balanced' Food means food that contains all necessary nutrients in the right amount that pet needs as determined by AAFCO's (Association of American Feed Control Officials).

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Market Segmentation

Freeze-dried Pet Foods Market can be segmented by process type, by Grain type, and by pet type.

Based on Process type, Freeze-fried pet food market can be classified as 100% freeze-dried, and Freeze dried or partly freeze-dried. Dehydrated products lose 40% of its nutritional value, whereas Freeze-dried products lose only 3% of its nutrients. They generally look better than dehydrated food. Freeze-dried food actually tastes better because freeze-drying concentrates the flavour of food.

Geographical Segmentation

Based on Geography, Freeze-dried Pet Foods market is segmented into 5 regions. North America, South America, Europe, Asia-Pacific, Rest of the World. North America has the highest share in the market with high pet adoption rate in this region. Growing pet adoption trend in European region will drive the freeze dried pet food in European market over the forecast period to 2025.

Key market segments covered

By Process Type

- 100% freeze-dried

- Freeze-dried or partly freeze dried

By Grain Type

- Whole Grain
- Grain Free

By Pet Type

- Dog
- Cat
- Others

Competitive Landscape

Freeze-dried Pet Foods market is very competitive globally. There are many companies which provide freeze-dried pet food products. Some of the key players are Primal Pet Foods, Steve's Real Food, Stella & Chewy's, LLC, Bravo, LLC, Vital Essentials, Champion Petfoods, Stewart Brand Dog Food, Carnivora, K9 Natural, Wisconsin Freeze Dried, etc.

Manufacturers are mixing Freeze-dried raw meat with dry pet food to provide an affordable range of products to the pet owners. Companies are also focusing to develop naturally gluten-free, preservative-free freeze-dried ingredients to attract more pet owners.

Scope of the report-

The report covers the key factors impacting the market, Porter 5 Forces, Product Bench-marking, and company profiles. Global Freeze-dried pet food market is segmented By Pro-cess Type (100% freeze-dried, Partly Freeze-dried) By Grain Type (Whole Grain, Grain Free) By Pet Type (Dog, Cat and others). Based on geography the market is segmented into North America, South America, Europe, Asia Pacific and Rest of the world.

Why purchase the report?

- Visualize the composition of the Global Freeze Dried Pet food Market across each indication, concerning type highlighting the critical commercial assets and players.
- Identify commercial opportunities in Global Freeze Dried Pet food Market by analyzing trends and co-development deals.
- Excel data sheet with thousands of data points of the Freeze Dried Pet food Market level 4/5 segmentation
- PDF report with the most relevant analysis cogently put together after exhaustive qualitative interviews and in-depth market study
- Product mapping in excel for the critical Global Freeze Dried Pet food Market products of all major market players

Target Audience

- Government Agencies
- Product Suppliers/ Buyers
- Industry Investors/Investment Bankers
- Education & Research Institutes
- Research Professionals
- Emerging Companies
- Manufacturers

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Table of Contents

1. Global Freeze-dried Pet Food Market – Methodology and Scope
 - 1.1. Research Methodology
 - 1.2. The scope of the Report
2. Global Freeze-dried Pet Food Market – Trends & Developments
 - 2.1 Key Trends and Developments
3. Global Freeze-dried Pet Food Market – Industry Analysis
 - 3.1. Industry Impact Factors (Drivers & Restraints)
 - 3.2. Competitive Intensity- Porter 5 Forces
4. Global Freeze-dried Pet Food Market – Market Segmentation

- 4.1 By Process
 - 4.1.1 100% freeze-dried
 - 4.1.2 Freeze-dried or Partly Freeze-dried
- 4.2 By Grain type
 - 4.2.1 Whole Grain
 - 4.2.2 Grain Free
- 4.3 By Pet Type
 - 4.3.1 Dog
 - 4.3.2 Cat
 - 4.3.3 Others
- 5. Global Freeze-dried Pet Food Market – By Geography
 - 5.1. North America
 - 5.1.1. The United States
 - 5.1.2. Canada
 - 5.1.3. Mexico
 - 5.2. South America
 - 5.2.1. Brazil
 - 5.2.2. Argentina
 - 5.2.3. Rest of South America
 - 5.3. Europe
 - 5.3.1. Germany
 - 5.3.2. United Kingdom
 - 5.3.3. France
 - 5.3.4. Rest of Europe
 - 5.4. Asia-Pacific
 - 5.4.1. China
 - 5.4.2. Japan
 - 5.4.3. India
 - 5.4.4. Rest of Asia-Pacific
 - 5.5. Rest of the World
- 6. Global Freeze-dried Pet Food Market – Competitive Landscape
 - 6.1. Market Share/ Rank Analysis
 - 6.2. Key Strategies adopted by Manufacturers
- 7. Global Freeze-dried Pet Food Market – Company Profiles
 - 7.1. Bravo Pet Foods
 - 7.2. Primal Pet Foods
 - 7.3. Steve's Real Food
 - 7.4. Stella & Chewy's, LLC
 - 7.5. Vital Essentials
 - 7.6. Champion Petfoods
 - 7.7. Stewart Brand Dog Food
 - 7.8. Carnivora
 - 7.9. K9 Natural
 - 7.10. Wisconsin Freeze Dried
- 8. Global Freeze-dried Pet Food Market – Appendix

NOTE : Our team is studying Covid-19 and its impact on various industry verticals and wherever required we will be considering Covid-19 footprints for a better analysis of markets and industries. Cordially get in touch for more details.

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