

EUROPEAN PET FOOD INDUSTRY REVIEW

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STRATEGIES TO GROW YOUR BUSINESS

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In this case study, a global feed additive company engaged CPL Business Consultants to develop a go-to-market strategy to sell its ingredients to the European pet food industry. CPL's comprehensive report contained practicable implementation advice and insights from contacts in 20 countries. Since this project was completed, the client has built a significant business in the European pet food market.

The project had two main objectives. The first was to obtain information about the companies manufacturing pet food in twenty European countries. The second was to determine which were the most effective marketing channels that the client might employ to bring its pet food ingredients to the attention of these companies. In this project, CPL identified over 500 companies and contacted approximately 80 companies to get industry opinions on routes to market and the most attractive markets.

Click to see [the contents of the study](#), or look below for an outline.

EUROPEAN PET FOOD INDUSTRY REVIEW

- Objectives
- Method of Carrying Out the Study
- Principal Findings and Conclusions
- Recommendations

Report Overviews

- Overview of Global Pet Food Markets
- Overview of the European Pet Food Industry
- Overview of Information from Contacts

Countries

- Austria
 - Overview
 - Pet Numbers
 - Production
 - Prices
 - Marketing Channels
 - Foreign Trade and Competition
 - Companies
 - Distributors
 - Industry Association
- Belgium
 - Overview
 - Pet Numbers
 - Marketing Channels
 - Industry Associations

- Bulgaria
 - Overview
 - Pet Numbers
 - Marketing Channels
 - Foreign Trade and Competition
 - Companies
- Croatia
 - Overview
 - Pet Numbers
 - Distribution
 - Prices
 - Companies
- Czech Republic
 - Overview
 - Marketing Channels
 - Companies
- Denmark
 - Overview
 - Pet Numbers
 - Marketing Channels
 - Companies
 - Industry Organisation
- Finland
 - Overview
 - Pet Numbers
 - Production
 - Marketing Channels
 - Companies
 - Wholesalers
 - Industry Association
- France
 - Overview
 - Pet Numbers
 - Marketing Channels
 - Companies
 - Industry Organisation
- Germany
 - Overview
 - Pet Numbers
 - Marketing Channels
 - Companies
 - Industry Association
- Greece
 - Overview
 - Marketing Channels
 - Companies

- Hungary
 - Overview
 - Marketing Channels
 - Companies
 - Industry Association
- Ireland
 - Overview
 - Pet Numbers
 - Marketing Channels
 - Companies
 - Industry Association
- Italy
 - Overview
 - Pet Numbers
 - Prices
 - Marketing Channels
 - Companies
 - Industry Association
- Kazakhstan
 - Overview
 - Companies
- Latvia
 - Overview
 - Company
- Lithuania
 - Overview
 - Companies
- Netherlands
 - Overview
 - Pet Numbers
 - Marketing Channels
 - Companies
 - Industry Association
- Norway
 - Overview
 - Pet Numbers
 - Companies
 - Industry Association
- Poland
 - Overview
 - Pet Numbers
 - Marketing Channels
 - Foreign Trade and Competition
 - Price
 - Trade Fairs & Journals
 - Companies
 - Industry Association

- Portugal
 - Overview
 - Pet Numbers
 - Marketing Channels
 - Companies
 - Industry Association
- Romania
 - Overview
 - Production
 - Marketing Channels
- Russia
 - Overview
 - Production
 - Marketing Channels
 - Foreign Trade and Competition
 - Companies
- Slovakia
 - Overview
 - Production
 - Marketing Channels
 - Companies
- Slovenia
 - Companies
- Spain
 - Overview
 - Production
 - Pet Numbers
 - Marketing Channels
 - Foreign Trade and Competition
 - Companies
 - Industry Association
- Sweden
 - Overview
 - Pet Numbers
 - Production
 - Marketing Channels
 - Companies
 - News
 - Industry Association:
- Switzerland
 - Overview
 - Production
 - Marketing Channels
 - Companies
 - Industry Association:
- Turkey
- Ukraine
 - Overview
 - Production

- United Kingdom
 - Overview
 - Companies
 - Industry Association
- Uzbekistan
 - Yugoslavia
 - Overview
 - Foreign Trade and Competition
 - Marketing Channels
 - Importers
 - Companies

Promotional Opportunities

- Trade Fairs
- Magazines and Press

Contact Reports

- Austria 3
- Belgium 5
- Bulgaria 1
- Croatia 1
- Denmark 3
- Finland 4
- France 5
- Germany 11
- Greece 2
- Hungary 1
- Ireland 1
- Italy 3
- Netherlands 5
- Poland 4
- Romania 1
- Spain 2
- Slovenia 1
- Switzerland 2
- Turkey 1
- Yugoslavia 3
- Other Contacts 2

13 Tables

In addition to this project on the European pet food industry CPL has also worked on several other relevant projects on [business planning](#) and [pet food ingredients](#) including [palatants](#), [cellulose](#), [alginate](#). You can find further examples by browsing this site or using the search bar at the top of the page. Have a look at our [Introduction](#) and [Brochure](#) for a description of our consultancy work. You can also review [eight case studies](#).