

## Abstract

Pet care industry is expanding and changing in a global presence. It is because of the growth of pet population, trends inspired by pet humanization as well as the evolving demand of pet care in developed and emerging markets. Common pet care business paradigms are found, which are pet food, pet product, and pet service. The paradigms of pet food and pet products are mainly composed of divisions of product categories, breeds, functions, formation. Pet food would have a future focus on senior and obese pets; while pet products would have more technological implementations in the future.

Furthermore, the leading pet care enterprises are Mars Inc. and Nestlé SA globally. They are international companies which have the food processing manufacturing business background. Importantly, both of them have a diverse brand portfolio of pet care and they are using merger and acquisition strategy usually, in order to keep the lead in market shares. Regarding the US-based dominant pet specialty retailer – PetSmart, it exploits primary operation strategies of targeting enthusiastic pet owners, product placing formats, low-pricing strategy and offering all pet solutions in only one place, to keep the dominant position of pet specialty retailer in North America.