

Pet Food and Supplies - UK - February 2013

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“Introducing more sophisticated recipes could also support value growth. Taking cues from human food markets, such as using regionally sourced ingredients, traceability of meats or ethnic-style recipes, could translate into wet food for cats and dogs to provide more upmarket appeal.”

– Alex Beckett, Senior Food Analyst

In this report we answer the key questions:

- Which areas of NPD are likely to appeal to over-65s?
- How can manufacturers continue to add value to wet pet food?
- Where can manufacturers go next with dog snacks and treats?
- How can wet foods in gravy improve on their image as inconvenient?

Total value sales of dog food recorded a 15.6% increase between 2007 and 2012 to reach an estimated £999 million while the cat food market climbed by 21% to reach £1,138 million over the period. Overall volumes of food are struggling in both sectors, however, reflecting static pet populations and squeezed finances, which are also likely to be encouraging owners to switch to home-cooked alternatives.

With the UK pet population expected to remain stagnant in the short term, given ongoing pressures on household incomes, value growth in the market will rely on encouraging pet owners to trade up. Promisingly, however, the consumer research for this report suggests strong interest among pet owners in pet foods and treats offering additional health benefits, as well as for continuing to treat pets on special occasions.

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