

Pet Food - US - July 2014

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“While pet ownership is down, this has not deterred pet owners from continuing to view their pets as family members, and treating them accordingly. The humanization of pets and their dietary needs continues unchecked.”
- Amy Kraushaar, US Category Manager, Food and Drink

This report looks at the following areas:

- How far will the humanizing trend go?
- Can organic pet food grow to live up to its media exposure?
- How will the human focus on health and wellbeing impact pet food?

This report covers food, treats, and vitamins for household pets, including cats, dogs, small animals (eg, hamsters), fish, reptiles, and birds; horse care items are not included. Food for dogs and cats is dry, wet/canned, semi-moist, or in the form of treats. Excluded from this report are dog rawhides/chews, pet vitamins/supplements, and all other pet care supplies. (See *Pet Supplies—US, June 2014* .)

This report builds on the analysis presented in Mintel's *Pet Food—US, March 2013* , as well as the same title in 2012 and 2011, and *Pet Food and Supplies—US, July 2009* , as well as the August 2008, August 2007, and February 2006 reports of that same title.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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