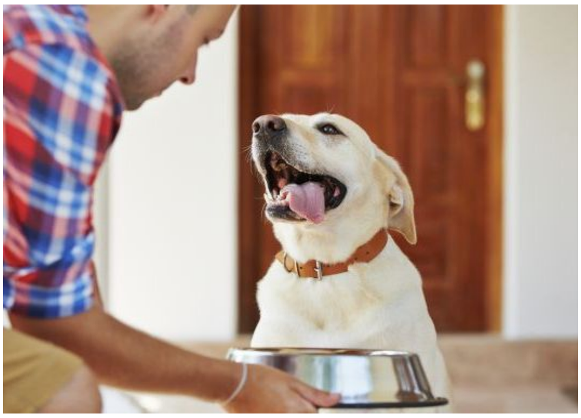
Pet Food - UK - September 2015

Report Price: £1750.00 | $2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"The market looks to face pressure from the ageing population, growth in privately rented dwellings and concerns around pet obesity. However, the interest in pet food with premium features, such as 'human grade' ingredients and chilled pet food, suggest opportunities for NPD to fuel trading up."
– Douglas Faughnan, Senior Food and Drink Analyst

This report looks at the following areas:

- Pet owners seek guidance on food choices
- Humanisation remains relevant in pet food
- Dry pet food is seen by many as boring, wet food retains a treat image

Volume sales fell in the cat and dog food market in 2014, in line with the previous trend and putting the focus firmly on added value in this market. The snacks segment continued to buck the trend, as many owners continue to see treating their pet as important.

Factors like the ageing population, rise of rented dwellings and pet obesity overshadow the outlook for the market. However, the research for this report finds widespread interest in added-value NPD such as food with 'human grade' ingredients and chilled pet food. The rise in real consumer incomes since the beginning of 2015 should support such switching.

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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