

Pet Food - US - August 2016

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"The pet food market has performed well in recent years reflecting the increasingly cherished place pets hold in many households and a desire among pet owners to feed their pets the best food they can. Pet owners increasingly look for food that aligns with their own personal dietary preferences and beliefs. In addition, treats and toppers offer opportunities for incremental sales."

- John Owen, Senior Food and Drink Analyst

This report looks at the following areas:

- Solid sales growth as pet owners look to provide their pets with the best
- Dog owners more likely owners to shop in pet specialty retailers
- Price, taste factor strongly into purchase decisions, especially for cats

This Report builds on the analysis presented in Mintel's Pet Food – US, May 2015, as well as the same title in 2014, 2013, and 2012, and Pet Food and Supplies – US, July 2009, as well as the August 2008, August 2007, and February 2006 Reports of the same title. This Report also builds on the analysis presented in America's Pet Owners – US, September 2015, as well as the same title in September 2014, March 2013, September 2011, and November 2009.

For the purposes of this Report, Mintel has used the following definitions:

Mintel defines the pet food market as food and treats for household pets, including cats, dogs, small animals (eg hamsters, rabbits), fish, reptiles, and birds. Food for dogs and cats may be dry, wet/ canned, semi-moist, or in the form of treats.

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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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Big food companies increasingly dominate mainstream pet food market

Nestlé

Mars Inc.

J.M. Smucker Co.

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