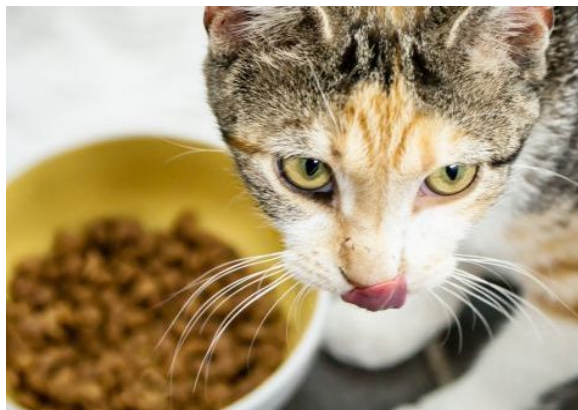


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“Greater attention to transparency of ingredients is required to overcome consumers’ concerns about what exactly goes into pet food. This comes against a backdrop of confusion over ingredients lists on pet food. As such, the concept of “clean labels” can be just as relevant for pet food as it is for human food.”

– Emma Clifford, Senior Food and Drink Analyst

This report looks at the following areas:

- Opportunities are ripe for high-welfare and British-reared meat and poultry
- Superfoods can be super in the pet market, too
- Reconnecting with nature with “paleo” products for pets can reap rewards

The ongoing humanisation of pets is translating into stark similarities between the pet food and human food markets. Premiumisation is currently shaping both markets, with clear signs of shoppers trading upwards in pet food. That consumers have become more health-minded and nutritionally aware has radiated outwards to the food they feed their pets. As such, trends such as so-called “positive nutrition”, the emphasis on natural ingredients, free-from and even the “paleo” high-protein approach to food have crossed over into pet food.

Demand among pet owners for foods which deliver on both great taste and nutritional excellence – fulfilling both the desire to spoil pets and keep them in optimum health – provides an ideal platform for value growth. Value sales of cat and dog food grew by 2.7% year on year to £2,471 million in 2015, with a further increase of 11% forecast over the next five years.

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