

# Cat and Dog Food - UK - March 2010

Report Price: £1500 / \$3000 / €2250



## What is this report about?

Despite the recession, the market has remained resilient with value growth increasing by 4% in 2009. The humanisation of pets continues to impact all areas of the market including packaging, new product development and improvements to existing lines. Crossover trends from the human market such as organic, natural, free-from products as well as provenance are all evident in the pet food market. Premiumisation continues, particularly in the cat food sector, with the switch from canned food to the more luxurious single-serve trays and pouches. Even mid-range brands are being revamped with new gourmet recipes and revitalised packaging in an attempt to add value. Looking to the future a greater emphasis on traceability, locally sourced ingredients and concern for environmental issues are all expected.

## What have we found out?

- Despite the recession, the cat and dog food market has remained robust: in 2009, the market grew by 4% to reach £1.8 billion. By contrast, volume sales have remained fairly static, largely due to the switch from wet to dry food in the dog food market.
- Value growth has been driven by premiumisation and other trends crossing over from the human market, such as organic, natural and free-from products.
- Consumers are becoming more concerned with value for money. As a result, manufacturers are adding value to their mid-range brands by introducing new gourmet recipes and redesigning packaging.
- Manufacturers are cashing in on our desire to humanise our pets by developing products that mirror human tastes, such as the Winalot Roast dinner range, gravy for dry food, and recipes for cats that include ingredients such as Black Tiger Prawns.
- Pet obesity is rising with an estimated one in three household pets now overweight. Many owners feel their pets have the same emotional and physical needs as humans. The result? Overfeeding and under-exercising is commonplace.
- New developments in the US that are set to break into the UK market: restaurant-style dog meals such as Tuscan Style Stew with Braised Beef, celebrity chefs creating dog food ranges and the first national brand of refrigerated dog food.

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