

Pet Food - UK - August 2014

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“Just under a quarter of pet owners see high protein as an important choice factor, while 13% note low in salt. However, few pet food products currently make references to either, suggesting these as potential areas for NPD.”
– Douglas Faughnan, Senior Food & Drink Analyst

This report looks at the following areas:

- Premium brands and treats buck a declining volume sales trend
- Interest in high protein and low salt pet food goes largely untapped
- Friends and family are among key sources for advice on what to feed pets

Volume sales of cat and dog food continued to decline in 2013. While ownership of both types of pets remains unchanged, the markets face competition from homemade food, which two in five dog owners report giving to their pets, for example. One in 10 owners also say that they have given their cat or dog less food to compensate for giving it treats, suggesting that concerns about pet obesity are affecting the market.

In both cat and dog food, the snacks and treats segment has been the star performer, with growth supported by high levels in NPD (New Product Development).

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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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