

Pet Food - UK - September 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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“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.

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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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Table of Contents

Overview

What you need to know
Products covered in this report

Executive Summary

The market
Figure 1: Total UK retail value sales of cat and dog food, 2010-20

Dry segment struggles in both cat and dog food
Figure 2: UK retail value sales of cat and dog food, by format, 2012-14

Scares around commercially produced pet food haven't gone unnoticed

Children drive pet ownership

Companies, brands and innovation

Pedigree retains top spot in dog food

Whiskas loses lead in cat food

Above-the-line advertising spend stalls in 2014

Gluten-free accounted for 14% of all new pet food launches in 2014

Low-fat claims rise as pet obesity continues to be a concern

The consumer

Just under 60% of the population own a pet
Figure 3: Pet ownership, by type of pet, April 2015

Supermarkets dominate, but pet food buyers shop across channels
Figure 4: Channels used to buy pet food, April 2015

A fifth of pet food buyers have their pets on specific diets
Figure 5: Attitudes towards buying pet food and treats, April 2015

'Human grade' pet food is of interest, while chilled offers a niche opportunity
Figure 6: Interest and purchase of pet food products, April 2015

Eight in 10 treat pets like a member of the family
Figure 7: Attitudes towards pets and pet food, April 2015

What we think

Issues and Insights

Pet owners seek guidance on food choices

The facts

The implications

Humanisation remains relevant in pet food

The facts

The implications

Dry pet food is seen by many as boring, wet food retains a treat image

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The facts

The implications

The Market – What You Need to Know

Volume decline continues

Dry dog food suffering the most

Dry cat food fares poorly

Scares around commercially produced pet food haven't gone unnoticed

Pet obesity could hinder long-term growth in snacks and treats

Children drive pet ownership

Rise in privately rented dwellings does not bode well for pet food

Market Size and Forecast

Sliding dog food sales drag pet food market down

Measures to economise curb pet food sales

A shift to smaller formats likely to hamper volumes

Outlook remains challenging

Figure 8: Total UK retail value sales of cat and dog food, 2010-20

Figure 9: Total UK retail value and volume sales of cat and dog food, 2010-20

Market Segmentation

Dry dog food suffering the most

Snacks and treats buck the trend with impressive growth

Figure 10: UK retail value and volume sales of dog food, by format, 2012-14

Further volume decline expected in dog food

Figure 11: Total UK retail value and volume sales of dog food, 2010-20

Figure 12: Total UK retail value sales of dog food, 2010-20

Dry cat food fares poorly

Figure 13: UK retail value and volume sales of cat food, by format, 2012-14

Cat food set to struggle to buoy volumes

Figure 14: Total UK retail value sales of cat food, 2010-20

Figure 15: Total UK retail value and volume sales of cat food, 2010-20

Market Drivers

Scares around commercially produced pet food haven't gone unnoticed

Pet obesity could hinder long-term growth in snacks and treats

Presence of children drives pet ownership

Figure 16: Trends in age structure of the UK population, 2010-20

Rise in privately rented dwellings does not bode well for pet food

Figure 17: UK housing stock, by tenure, 2009-14

Key Players – What You Need to Know

Pedigree retains top spot in dog food

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Whiskas loses lead in cat food

Above-the-line advertising spend stalls in 2014

NPD focuses on treats and wet food, while dry food is neglected

Gluten-free reaches 14% of new pet food launches in 2014

Seasonal NPD reflects owners' tendency to treat pets as family

Low-fat claims rise as concerns around pet obesity persist

Market Share

Purina's Bakers loses ground

Figure 18: Leading brands' sales in the UK retail wet and dry dog food market, by value and volume, 2013/14* and 2014/15**

Figure 19: Leading manufacturers' sales in the UK retail wet and dry dog food market, by value and volume, 2013/14* and 2014/15**

Pedigree grows volume share with Tasty Bites and Dentaflex

Figure 20: Leading brands' sales in the UK retail dog snacks and treats market, by value and volume, 2013/14* and 2014/15**

Figure 21: Leading manufacturers' sales in the UK retail dog snacks and treats market, by value and volume, 2013/14* and 2014/15**

Mars hopes to halt declining Whiskas sales with brand refresh

Figure 22: Leading brands' sales in the UK retail wet and dry cat food market, by value and volume, 2013/14* and 2014/15**

Gourmet maintains slight lead on luxury rival Sheba

Figure 23: Leading manufacturers' sales in the UK retail wet and dry cat food market, by value and volume, 2013/14* and 2014/15**

Felix sales grow by 40%, helped by introduction of Felix Twists

Figure 24: Leading brands' sales in the UK retail cat snacks and drinks market, by value and volume, 2013/14* and 2014/15**

Figure 25: Leading manufacturers' sales in the UK retail cat snacks and drinks market, by value and volume, 2013/14* and 2014/15**

Brand Communication and Promotion

Overall advertising expenditure remained unchanged in 2014

Figure 26: Recorded above-the-line, online display and direct mail advertising expenditure on cat/dog food and snacks and treats, by company, 2012-15

Mars ups support for Cesar again with emotive TV spots

Figure 27: Recorded above-the-line, online display and direct mail total advertising expenditure on dog food and snacks and treats, by leading brands, 2012-15

Bakers "As Good as it Looks" launch receives significant support throughout 2014

Mars makes Pedigree Pouches a priority

Top three cat food advertisers ramped up spend again in 2014

Figure 28: Recorded above-the-line, online display and direct mail total advertising expenditure on cat food and snacks and treats, by leading brands, 2012-15

Launch Activity and Innovation

Operators focus NPD effort on treats and wet food

Figure 29: New product launches in the UK dog food market, by type, 2012-14

Figure 30: New product launches in the UK cat food market, by type, 2012-14

Gluten-free rises to 14% of all new pet food launches in 2014

Figure 31: Share of new pet food launches carrying selected claims, 2012-14

Seasonal NPD reflects pet owners' tendency to treat pets as family

Low-fat claims rise as pet obesity continues to be a concern

Other recent launches

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Communicating preparation technique can lend products a premium feel
Lily's Kitchen and Billy + Margot combat home preparation with human style recipes
Operators build 'meatiness' into branding

The Consumer – What You Need to Know

Just under 60% of Brits own a pet
A fifth of pet food buyers have their pets on specific diets
Meat content important for pet food buyers
Supermarkets dominate, but pet food buyers shop across channels
Online pet food shopping lags behind online grocery shopping
Discounter and pound store threat persists
'Human grade' and chilled pet food offer new opportunities
Four in five cat/dog owners treat pets like family
Dry pet food suffers from a boring image
A third of cat/dog owners concerned about healthiness of big brand food

Ownership of Pets

Just under 60% of the population own a pet
Figure 32: Pet ownership, by type of pet, April 2015

Purchasing of Pet Food

A fifth of pet food buyers have their pets on specific diets
Figure 33: Attitudes towards buying pet food and treats, April 2015
Specialist-store buyers less likely to be motivated by price
Though dry food is seen as boring by many, dog owners rely mainly on it
Figure 34: Types of pet food bought, by format, April 2015
Meat content is an important feature for pet food buyers

Channels Used to Buy Pet Food

Supermarkets dominate, but pet food buyers shop across channels
Figure 35: Channels used to buy pet food, April 2015
Online pet food buying is still some way behind online grocery shopping
Discounter and pound store threat persists
C-stores are well placed to tap into demand for snacks and treats

Interest in and Purchasing of Pet Food Products

'Human grade' and 'human quality' pet food is of high interest to buyers
Figure 36: Interest in and purchase of pet food products, April 2015
Traffic light labelling is of interest to a quarter of pet food buyers
Chilled pet food offers a niche opportunity

Attitudes towards Pets and Pet Food

Eight in 10 treat pets like a member of the family

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Figure 37: Attitudes towards pets and pet food, April 2015

Dry pet food suffers from a boring image

Toppings offer an affordable solution to a wet food diet

A third of cat/dog owners are concerned about how healthy big brand pet food is

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

Fan chart forecast

Appendix – Market Size and Forecast

Cat and dog food

Figure 38: Total UK retail volume sales of cat and dog food, 2010-20

Figure 39: Best- and worst-case forecasts for retail sales of cat and dog food, by value, 2015-20

Figure 40: Best- and worst-case forecasts for retail sales of cat and dog food, by volume, 2015-20

Cat food

Figure 41: Total UK retail volume sales of cat food, 2010-20

Figure 42: Best- and worst-case forecasts for retail sales of cat food, by value, 2015-20

Figure 43: Best- and worst-case forecasts for retail sales of cat food, by volume, 2015-20

Dog food

Figure 44: Total UK retail volume sales of dog food, 2010-20

Figure 45: Best- and worst-case forecasts for retail sales of dog food, by value, 2015-20

Figure 46: Best- and worst-case forecasts for retail sales of dog food, by volume, 2015-20

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