

Pet Food - UK - August 2017

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“The cat and dog food market has benefited from the humanisation of pets, with owners becoming more conscious of the quality of food that they feed their pets. However, pet obesity rates in the UK are rising; brands that look to emphasise the diet-friendly credentials of food should find favour in an increasingly health-conscious society.”

– **Alyson Parkes, Research Analyst**

This report looks at the following areas:

- **Low concern around pet obesity despite rising rates**
- **Transparency over ingredients used in pet food is important**
- **Chilled pet food can tap into demand for naturalness**

Total value sales of cat and dog food grew over 2012-17, as the ongoing premiumisation of pet food helped to push up the average price. Volume sales, however, fell and are expected to continue to decline over the next five years. A raft of factors including a fall in pet ownership, an increase in rented property and the current income squeeze are at play here, showing little sign of reversal.

Despite consumers becoming more health-conscious and nutritionally aware of the food that they feed their pets, obesity levels among UK pets are at an all-time high. As such, foods that emphasise their diet-friendly credentials should resonate with pet owners, while pet food formats that emphasise naturalness should continue to hold favour. Chilled and frozen pet food products could be well-placed to tap into this interest; signalling opportunity for brands to elevate products to a new level.

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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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Low concern around pet obesity despite rising rates

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The implications

Transparency over ingredients used in pet food is important

The facts

The implications

Chilled pet food can tap into demand for naturalness

The facts

The implications

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Volume sales under pressure from a raft of factors

Snacks and treats were the strongest performers in dog food

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Shrinking household sizes contribute to falling pet ownership

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Dog snacks and wet cat food account for three fifths of 2016 launches

Slimming claims rise; high-protein claims grow but remain niche

Humanisation and premiumisation trends continue

Pet food sees near-static spending on advertising in 2016

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Humanisation and premiumisation trends continue
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 ...and a birthday surprise for dogs
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More dog owners purchase snacks/treats than wet food

Most owners look to vets for information on pet diets

The vast majority of pet owners say they know how much to feed their pet

Satiety offered by diet pet food important for owners

Snack allowing easy delivery of medication garners high interest

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More dog owners purchase snacks/treats than wet food

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Natural

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