

## Pet Food - US - July 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The pet food market continues to grow at a slow, steady pace, driven by premiumization and treating as pet owners look to give their pets, viewed as cherished members of the family, the best. Increasingly, pet owners are looking for pet food and treats that measure up to their own dietary preferences and standards, giving marketers opportunities for further differentiation and growth."

**- John Owen, Senior Food & Drink Analyst**

This report looks at the following areas:

- Premiumization continues to drive modest sales gains for category
- Dry dog food and treats most commonly purchased
- Cat owners more likely to purchase wet food

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