

Pet Food - UK - September 2019

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“The high level of innovation centring on high-quality, health-boosting and all-natural ingredients is making it difficult for products to stand out in the increasingly crowded premium pet food space. Greater transparency, for example through spotlighting ingredient provenance, will help build trust and create compelling points of difference.”

– **Max Grünefeld, Research Analyst**

This report looks at the following areas:

- **Opportunity for meal kits for making pet food at home**
- **The pet food market can do more to tap into the buzz around digestive health**
- **Environmentally friendly packaging warrants further attention**

Expected to reach £2.8 billion by the end of 2019, the value of cat and dog food has risen 17% over the last five years. This has been fuelled by inflation and premiumisation, with modest volume growth of just 3% over the period to 1,056 million kg.

Humanisation continues to be a core driver behind NPD and the category is delving further into added value across health and wellness, as well as indulgence and the fun factor. Naturalness is key for pet owners; all-natural ingredients are the top factor looked for when buying pet food. However, operators must go beyond this claim to stand out in this space. Greater transparency, for example in terms of ingredient provenance and manufacturing processes, will be pivotal in building trust in pet food products.

Greener packaging, meal kits for making pet food at home, all-British ingredients and recipes featuring ‘good bacteria’ are all areas that offer ripe opportunities for pet food manufacturers.

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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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