

## Pet Food and Supplies - UK - March 2012

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"Children have a major influence on the pet food market, and can be an important source of 'pester power' therefore it is vital for brands to engage directly with families to maximise their potential."

– Kiti Soininen, Head of UK Food, Drink & Foodservice Research



### In this report we answer the key questions:

- How can manufacturers capitalise on the enthusiasm for pets among families?
- How can manufacturers revive sales of tinned pet food?
- How can pet accessory and healthcare manufacturers exploit pet owners' tendency to 'humanise' their pet?
- What levers can manufacturers use to encourage usage of lifestage-specific products?

#### Definition

This report focuses on pet food, healthcare and accessories for cats and dogs, small mammals, fish and birds.

The primary focus is on cats and dogs. Food is categorised according to dry, wet, snacks and treats, and drinks.

Healthcare and accessories include, but are not limited to, items for home grooming, collars, leashes, toys, chews, bedding, feeding equipment, indoor aquariums and aquarium accessories and litter, and over-the-counter flea and tick treatments.

Pets themselves as well as services for pets, such as boarding, grooming, training and veterinary services, and pet insurance are excluded from this report. Items for the care of horses are not included.

Over-the-counter and prescription medicines are also excluded.

Value figures throughout this report are at retail selling prices (rsp) unless otherwise stated. Market sizes at 2011 prices are calculated using Mintel's all items deflator.

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