

Pet Food - US - March 2013

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"Due to a waning number of end users, marketers must consider ways to encourage pet food buyers to feed their pets a variety of new food/treats, tap into the underdeveloped elderly pet owner demographic, and drive interest for premium products and shopping experiences among key Hispanic pet owners."

– Molly Maier, Category Manager, Health, Household, BPC

In this report we answer the key questions:

- How can pet food marketers encourage trial of new pet food products?
- What threat does the rise in the older consumer population pose to pet food sales?
- How can the category grow participation among Hispanic pet owners?

The typical pet food shopper has sole responsibility for this task in his or her household and roughly half shops for pet food at least several times per month. As such, convenience is a significant driver in where pet food is purchased. Yet, with trends toward specialized and human-grade pet food entering the market, pet food shoppers are becoming overwhelmed by choice. Due to consumers finding value in a variety of health, nutrition, and quality pet food claims, it's not surprising that more than half of all pet food shoppers seek guidance. This puts pet specialty retailers in a fairly good position as a strong constituency of pet food shoppers agree the staff at these stores is more helpful than the staff at general retailers. Continued trends toward humanization and specialization of pet foods will support market growth despite little change in pet ownership and pet population. In 2012, Mintel estimates the U.S. retail market for pet food to be worth nearly \$19.7 billion, with a forecast for 14% growth by 2017.

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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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