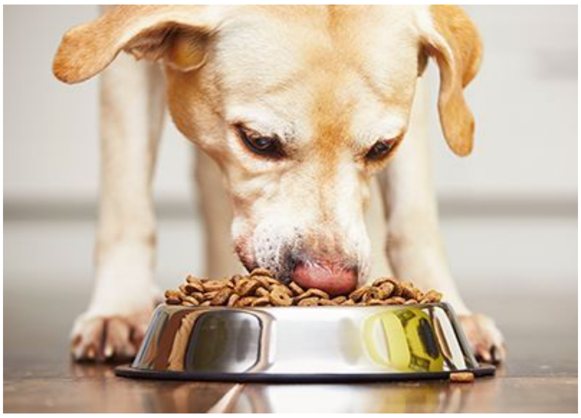
Pet Food - UK - August 2018

Report Price: £1995.00 | $2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"The desire to pamper pets has underpinned the continuous value sales growth in the market, with NPD often reflecting trends in the human food market. This bodes well for emerging pet food types such as high protein and plant-based. However, proving their worth, particularly in terms of their health credentials, looks to be needed."
– Alyson Parkes, Research Analyst

This report looks at the following areas:

- **Grain-free and plant-based pet food spark interest but lack awareness**
- **Trust in functional claims on pet food is still low**
- **Opportunity for subscription services in pet food**

Total value sales of cat and dog food grew over 2013-18. The ongoing premiumisation of pet food has pushed up average prices above inflation, which is expected to continue to prop up value sales going forward. With little growth expected in the UK's pet population, volume sales are predicted to grow by a modest amount over the next five years to 2023.

The humanisation of pet food continues to be a core driver behind NPD (New Product Development), particularly in the snacks and treats segment, however, these products have been identified as one of the culprits in the high obesity rates among UK cats and dogs. This could pose a problem to the segment if owners are encouraged to cut back to support weight management. Meanwhile, the overarching humanisation trend should support the interest in emerging types of pet food such as high-protein, grain-free and plant-based.

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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