

Pet Food - UK - 2022

Report Price: £2195 | \$2995 | €2600

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This report looks at the following areas:

- The impact of the cost-of-living crisis on the cat and dog food market.
- The outlook for the market in the re-emergence from the pandemic and recovery up to 2027.
- The latest new product development trends.
- Pet food purchasing and how this behaviour would be affected by the need to save money.
- Consumers' attitudes towards pet food and concepts of interest.
- Qualities associated with different types of pet food.

Pet food/snacks with an appealing smell interest one in five cat/dog food buyers, rising to 27% of those who are Millennials. Adding an aromatic dimension to flavour descriptions will create a new multisensory angle, drive standout and boost products' associations with quality and freshness.

Having continuously gained growth momentum between 2017 and 2021, volume sales of cat and dog food are expected to fall into decline in 2022. This decline stems from switching from wet to dry cat and dog food amidst the cost-of-living crisis, the latter weighing less per portion, and the fallback in sales of pet treats and snacks. Meanwhile, high levels of inflation in this market are anticipated to see value sales rocket by 9.4% year-on-year to £3,421 million despite these efforts to economise.

While very few owners feed their pets exclusively homemade food, homemade pet food has become more popular over the last couple of years, presenting a growing threat to the pet food market. One of the major motivators behind this looks to be the trust and transparency that comes from having control over ingredients.

There are opportunities for companies to boost their sustainability credentials by embracing the eco-friendly nose-to-tail concept in their marketing communications. Using offcuts of meat in pet food can also align with the



"Belying the oft-cited 'recession-proof' nature of the category, shifts in behaviour driven by the cost-of-living crisis and high levels of inflation will see volume sales slip into decline in 2022."

- Emma Clifford, Associate Director – Food and Drink Research, September 2022

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sentiment that the ideal diet for pets is as close as possible to what their ancestors would have eaten.

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