

Pet Food - US - July 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The pet food market found continued steady, conservative growth sustained by rising pet ownership coupled with premium innovation that reflects pet owner aspirations to provide nutrition, wellness and happiness to pets as valued members of the family."

**- John Owen,
Associate Director - Food & Drink**

This report looks at the following areas:

- Slow, steady growth continues
- Pet specialty and mass still lead, but online is gaining fast
- Dry food purchase near universal, but treats and wet food on the rise
- More cat owners use both dry and wet food

The changing retail landscape for pet foods, treats and supplies will continue to play a role in the diversification of brands and products.

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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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

Key takeaways

The issues

Slow, steady growth continues

Figure 1: Total US sales and fan chart forecast of pet food, at current prices, 2014-24

Pet specialty and mass still lead, but online is gaining fast

Figure 2: Pet food purchase location used most often, March 2019

Dry food purchase near universal, but treats and wet food on the rise

Figure 3: Dog food/treats purchased, March 2019

More cat owners use both dry and wet food

Figure 4: Cat food/treats purchased, March 2019

The opportunities

Pet specialty and online shoppers have similar pet food priorities

Figure 5: Dog and cat food purchase factors, by primary pet food retailer, March 2019

Dual dog/cat owners a key target for new pet food and treat concepts

Figure 6: Pet food and treats innovation areas, by type of pet owned, March 2019

Younger pet owners especially engaged in pet food decisions

Figure 7: Pet food attitudes, by age, March 2019

The Market – What You Need to Know

Slow, steady growth continues

Dog and cat food dominate category

Pet ownership is on the rise

Market Size and Forecast

Slow, steady growth continues

Figure 8: Total US sales and fan chart forecast of pet food, at current prices, 2014-24

Figure 9: Total US sales and forecast of pet food, at current prices, 2014-24

Market Breakdown

Dog and cat food dominate category

Figure 10: Share of pet food, by segment, 2019

Dog food sales growth outpaces cat food

Treats lead category growth

Figure 11: Sales of pet food, by segment, 2014-2019

Market Factors

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Pet ownership is on the rise

Figure 12: Number of pet-owning households, 2011-18

Dogs remain American's preferred pet

Figure 13: Number of pet-owning households, by type of pet, 2011-18

Figure 14: Type of pet owned, by age, April 2019

Pet population aging; young and multicultural adults own younger pets

Figure 15: Profile of America's pets, by age and race and Hispanic origin, April 2019

Key Players – What You Need to Know

Declines for value- and mid-priced brands impact total Purina sales

Super-premium brands continue to grow in mass channels

Treats have more room to grow

Customization meets convenience

Company and Brand Sales of Pet Food

Declines for value- and mid-priced brands impact total Purina sales

Nutro expansion helps Mars Inc. notch gain

Smucker gets a small boost from Rachel Ray Nutrish acquisition

Sales of pet food by company

Figure 16: Multi-outlet sales of pet food, by leading companies, rolling 52 weeks 2018 and 2019

What's Working?

Super-premium brands continue to grow in mass channels

Figure 17: Multi-outlet sales of select super-premium pet food brands, rolling 52 weeks 2018 and 2019

Treats have more room to grow

Small competitors and private label make big gains in dog treats

Tempting tastes drive cat treats

Figure 18: Multi-outlet sales of dog treats and cat treats, 2014-19

FreshPet continues to climb, offers greater customizability

What's Struggling?

Established leaders slip as new entrants gain traction

What's Next?

Customization meets convenience

Addressing pets' emotional health through food and treats

The Consumer – What You Need to Know

Online purchase gaining on specialty and mass

Retailer choice driven by convenience, price

Clean nutrition generates strong interest

Younger pet food shoppers' preferences reflect their own food priorities

Dog owners more engaged in category than cat owners

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Purchase Location

Pet specialty and mass still lead, but online is gaining fast

Figure 19: Pet food purchase location used most often, March 2019

Younger pet owners likely to shop in pet specialty or mass merchandisers

Figure 20: Pet food purchase location used most often, by age, March 2019

Supermarkets a key channel for cat food

Figure 21: Pet food purchase location used most often, by type of pet owned, March 2019

Reasons for Selecting Primary Purchase Location

Convenience and low prices drive retailer choice

Figure 22: Reasons for selecting primary pet food purchase location, March 2019

Selection of food and supplies remains a key asset for pet specialty

Figure 23: Reasons for selecting primary pet food purchase location, by primary pet food retailer, March 2019

In their words: Deciding where to buy pet food

Dog Food/Treats Purchased

Dry food purchase near universal, but treats and wet food on the rise

In their words: The treat experience

Figure 24: Dog food/treats purchased, March 2019

Younger dog owners show interest in toppers

Figure 25: Dog food/treats purchased, by age, March 2019

Pet specialty and online shoppers far more likely to buy toppers

Figure 26: Dog food/treats purchased, by primary pet food retailer, March 2019

Cat Food Treats Purchased

More cat owners use both dry and wet food

Opportunity to increase treat frequency

Figure 27: Cat food/treats purchased, March 2019

Younger cat owners more inclined to use toppers

Figure 28: Cat food/treats purchased, by age, March 2019

Treats, toppers find online presence

Figure 29: Cat food/treats purchased, by primary pet food retailer, March 2019

Pet Food Purchase Factors

Taste stands out as priority for cat food

Figure 30: Dog and cat food purchase factors, by species, March 2019

Younger pet food shoppers' preferences reflect their own food priorities

Figure 31: Dog and cat food purchase factors, by age, March 2019

Pet specialty and online shoppers have similar pet food priorities

Figure 32: Dog and cat food purchase factors, by primary pet food retailer, March 2019

In their words: Selecting food

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Pet Food and Treats Innovation Areas

Treat concepts generate strongest interest

Figure 33: Pet food and treats innovation areas, March 2019

Younger pet owners a key target for sustainability in pet food

Figure 34: Pet food and treats innovation areas, by age, March 2019

Dual dog/cat owners a key target for new pet food and treat concepts

Figure 35: Pet food and treats innovation areas, by type of pet owned, March 2019

In their words: Selecting treats

Pet Food Attitudes

Safety and health are key concerns for pet food purchasers

Pet owners' concerns drive premiumization of category

Figure 36: Pet food attitudes, March 2019

Younger pet owners especially engaged in pet food decisions

Figure 37: Pet food attitudes, by age, March 2019

Dog owners and dual owners more engaged in category than cat owners

Figure 38: Pet food attitudes, by type of pet owned, March 2019

Specialty and online shoppers share ideals

Figure 39: Pet food attitudes, by primary pet food retailer, March 2019

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Consumer qualitative research

Direct marketing creative

Abbreviations and terms

Abbreviations

Terms

Appendix – The Market

Figure 40: Total US sales and forecast of pet food, at inflation-adjusted prices, 2014-24

Figure 41: Total US sales and forecast of cat food, at current prices, 2014-24

Figure 42: Total US sales and forecast of dog food, at current prices, 2014-24

Figure 43: Total US sales and forecast of other pet food, at current prices, 2014-24

Figure 44: Total US sales and forecast of pet treats, at current prices, 2014-24

Appendix – Additional Market Data

Figure 45: Multi-outlet sales of cat food, dog food, and pet treats by sub-segments, 2014-2019

Figure 46: Total US retail sales of pet food, by channel, at current prices, 2014-19

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Appendix – Key Players

Figure 47: Multi-outlet sales of cat food, by leading companies and brands, rolling 52 weeks 2018 and 2019

Figure 48: Multi-outlet sales of dog food, by leading companies and brands, rolling 52 weeks 2018 and 2019

Figure 49: Multi-outlet sales of other pet food, by leading companies and brands, rolling 52 weeks 2018 and 2019

Figure 50: Multi-outlet sales of pet treats, by leading companies and brands, rolling 52 weeks 2018 and 2019

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