

A YEAR OF INNOVATION IN PET FOOD AND PRODUCTS, 2022

Gut health and sustainability issues are the main influencers of innovation in pet foods and products. The mental health of pets is also inspiring innovation.



Mikolaj Kaczorowski,
Innovation Analyst



Report Content

- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches
- Innovation opportunities in pet food

EUROPE, MIDDLE EAST & AFRICA (EMEA)

- EMEA retail market overview: pet food, 2022

Europe: pet food launches react to the sustainability concerns of pet owners

- Sustainability is at the forefront of consumers' minds
- The share of ethical and environmental claims continues to grow in pet food launches
 - Graph 1: pet food and pet product launches, by share of select ethical and environmental claims, 2017-21
- Pet food brands are innovating with plastic-free packaging and carbon neutral and negative production
- Brand renovation/innovation: Terra Canis launches 'Save the Planet' dog food

Europe: pet owners pay more attention to the provenance of pet food

- Local sourcing matters to pet owners
- Pet food products made with locally sourced ingredients are in demand
 - Graph 2: interest in pet food made with ingredients from the pet owners respective country, 2021
- Brands are putting the spotlight on local sourcing

Middle East & Africa

- The share of natural claims is no longer growing
- Brands highlight functional claims for healthier pets

ASIA PACIFIC (APAC)

- APAC retail market overview: pet food, 2022

Asia: the immune and digestive systems of pets are inspiring innovation

- Immunity and digestion support both rank as pet owner needs
- Immunity and digestion claims are declining throughout the region
 - Graph 3: pet food and pet products launches, by share of select immunity and digestion claims, 2017-21
- Pet food brands communicate digestive and immunity-boosting pet foods

Asia: social media is an increasingly important source of information for pet owners

- Pet owners turn to social media for information

A year of innovation in pet food and products, 2022

- Social media claims are growing in the region
- Pet food launches are offering a variety of social media contact points on their products

Australia & New Zealand (ANZ)

- Flexible stand-up packs are the dominant pack type in the region
 - Graph 4: pet food and pet products launches, by share of top four pack types, 2017-21
- Flexible stand-up pouches demonstrate their versatility for all types of pet food
- Vitamin and mineral-fortified claims soar in pet food launches

THE AMERICAS

- Americas retail market overview: pet food, 2022

North America: pet food launches aim to ease the sustainability concerns of pet owners

- Half of US pet owners are concerned about the ecological impact of pet food
- Ethical and environmental claims see slight resurgence after a dip
 - Graph 5: pet food and pet products launches, by share of select ethical and environmental claims, 2017-21
- New pet food launches focus on ingredients, renewable energy and B certifications to bolster eco credentials
- Brand Renovation/Innovation: Because, Animals launches plant-based and cultured meat pet food

North America: dietary trends in pet food continue to mirror developments in human food

- Pet owners are concerned about the digestive health qualities of pet foods
- Digestive support claims lag behind consumer demand
 - Graph 6: pet food and pet products launches, by share of select digestive claims, 2017-21
- Digestive health benefits inspire innovation

Latin America: pet owners are saying no to nasties

- Additives and preservatives are viewed negatively by pet owners
- Pet food brands react to interest in zero artificial ingredients
 - Graph 7: pet food launches, by share of additive/preservative claims, 2017-21
- Additives, preservatives and colourings are in the firing line

Latin America: mental health is a growing concern

- Owners are concerned about the mental health of their pets
- Brands turn to natural ingredients to help relieve pets of their stress and anxiety

Disclaimer

This is marketing intelligence published by Mintel.
The consumer research exclusively commissioned by Mintel was conducted by a licensed market survey agent ([See Research Methodology for more information](#)).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com

Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850