

A YEAR OF INNOVATION IN PET FOOD AND PRODUCTS, 2023

Demand for natural and nutritional recipes continues to drive pet food innovation. Sustainability is a growing focus for pet food brands.



Mikolaj Kaczorowski,
Innovation Analyst



Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches
- The Future of Pet Food

EUROPE, MIDDLE EAST & AFRICA (EMEA)

Europe: sustainability claims continue to rise among pet food and pet product launches

- Pet owners are concerned about the environmental impact of pet food
- Planet friendly claims continue to grow in pet food and products in Europe
 - Graph 1: pet food and pet product, by share of select ethical and environmental claims, 2018 vs 2022
- Pet food brands are tackling packaging waste and increasing transparency around carbon emissions

Europe: pet brands are using social media to engage with pet owners

- Pet owners are turning to social media for pet care advice
- Facebook and Instagram are the most common social media platform links on pet food
 - Graph 2: pet food and pet product launches with the social media claim, by social media platform, 2022
- Social media links help consumers engage with brands

The Middle East & Africa (MEA)

- Pet food brands focus on more natural options

ASIA PACIFIC (APAC)

Asia: pet food brands double down on additive-free recipes

- Pet owners are interested in natural pet food
- No additive/preservative claims dominate natural positioning in pet food and products
 - Graph 3: pet food and pet product launches, by share of select natural claims, 2018-2022
- Pet food brands focus on clean label recipes
- Brand renovation/innovation: Purina takes steps to reduce plastic packaging

Asia: pet food brands turn to fortification to ensure nutritional needs are met

- Pet owners are after foods that pack a nutritional punch
- Pet food brands focus on fortification and protein
- Brands highlight fibre and protein

A year of innovation in pet food and products, 2023

Australia & New Zealand

- Functional pet food is in demand

THE AMERICAS

North America: pet brands are positioning treats as convenient nutrition boosters

- Pet owners are looking for snacks with functional benefits
- Teeth and tartar prevention leads functional pet claims
 - Graph 4: cat and dog snacks and treats sub-categories, by share of top five functional pet claims, 2022
- Treats provide a versatile and convenient nutrient boost

North America: all-natural pet foods see a flurry of innovation

- Pet owners are seeking out natural options
- All-natural and GMO-free claims see an uptick in launch activity
 - Graph 5: pet food launches, by share of select natural claims, 2018-22
- All-natural and organic claims take centre stage
- Brand renovation/innovation: Nutro launches a minimal-ingredient dog food

Latin America: brands are shifting to more sustainable packaging

- Pet owners are after sustainably packaged pet food
 - Graph 6: pet food and pet product launches, by select ethical claims, 2018-22
- Brands focus on reducing plastic use

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

email: store@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