

A YEAR OF INNOVATION IN PET FOOD AND PRODUCTS, 2024

Product innovation in the pet category has taken even more of a health focus. The humanisation of pets is leading to more informed purchase patterns.



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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: diet culture in the pet category

- Europe's no added sugar approach
 - Graph 1: share of pet food launches carrying the no added sugar claim, by region, 2022-23
- Keeping up with pet food trends
- Product launches are addressing health concerns

Europe: the cost-of-living crisis in the pet category

- Higher costs leads to new purchase habits amongst pet owners
- Cheaper shopping patterns are here to stay
 - Graph 2: consumer perception of whether money saving on pet food is permanent or temporary, 2023
- Marketing products to match the trend

The Middle East & Africa (MEA)

- The growth of premium claims in MEA
 - Graph 3: share of pet food and pet product launches carrying the premium claim, 2019-23
- Product launches carrying the premium claim

ASIA PACIFIC (APAC)

Asia: gut health in the pet category

- Supporting the digestive system
- The role of prebiotics and probiotics
 - Graph 4: share of pet food and product launches carrying prebiotic and probiotic claims, 2019-23
- A hunger for digestive health benefits

Asia: a conscious approach to pet care

- The humanisation of pets
- Brands must market to consumer values
- The disparity between NPD and consumer demand

A year of innovation in pet food and products, 2024

- Graph 5: share of pet food and product launches carrying all natural product, vegetarian and vegan/no animal ingredients claims, 2019-23
- Current product development targeting conscious consumers

Australia & New Zealand

- Consumers are paying more attention to ingredient lists

THE AMERICAS

North America: health and wellbeing in pets

- A focus on wellness
- Allergies are on the up
 - Graph 6: cat and dog skin allergies and food allergies, 2022-23
- Allergen marketing in North America
 - Graph 7: share of pet food and product launches carrying the low/no/reduced allergen claim, 2023
- Product launches calling out low/no/reduced allergen claim is on the decline in North America

North America: opportunities for functional claims in pet snacks and treats

- A desire for health benefits in the treats sector
- A breakdown of functional claims in pet food
 - Graph 8: share of wet and dry pet food launches vs pet snack and treat launches carrying select functional claims, 2023
- Pet snacks targeting functional claims
- The Blue Buffalo Co.'s BeneBars range of functional treats

Latin America

- Latin America leads on share of premium pet launches
 - Graph 9: share of pet food and product launches carrying the premium claim, by region, 2022-23
- Consumers are spending more on pet care in general

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