

THE FUTURE OF PET FOOD: 2019

Global Annual Review: what's now and what's next for the pet food market.



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Report Content

- A look back, and a look ahead

THE BIG STORIES

- Mintel's perspective

Customised pet food goes mass-market

- Pet owners are increasingly interested in personalised and home-delivered pet food options

Coming clean about pet food ingredients

- Pet owners look for clean label to ensure product safety
- Clean label trend offers a multidimensional opportunity
- Focus on ingredient quality and provenance

Pet food: an industry hungry for deals

- Pet food space is consolidating
- Tails.com gets a growth boost from Nestlé Purina

IN THE NEXT TWO YEARS

- Mintel's perspective

Reduce, reuse, recycle

- The pet food industry responds to the challenges around recycling and plastic waste
- Lily's Kitchen leads the call for pet food companies to 'ditch the pouch'
- Collaborative partnerships needed to improve pet food packaging recycling

Targeting urban pets

- Mood food concepts have further potential in pet food
- Plant based ingredients and botanicals aid stress relief

Plant-based proteins gaining attention

- In a meat-first market, meat-free is set to gain traction
- Plant-based proteins gain visibility in dogs' meals and treats

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Lab meat comes to pet food

- Building skills for a digital future

KEY MARKET DATA

- Graph 1: pet food, new product launches, top five countries, 2018
- Asian markets demonstrate remarkable volume growth
 - Graph 2: pet food, new product launches, by subcategory, 2018
- Clean label and fortification claims are leading the way
 - Graph 3: pet food, new product launches, top five claims, 2018
 - Graph 4: pet food, new product launches, by packaging, 2018

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