

THE FUTURE OF PET FOOD: 2020

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



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Drink



Report Content

- A look back, and a look ahead

THE BIG STORIES

- Mintel's perspective

China - a rising pet food power

- Pet food market growth shows no signs of abating in China
- Pet food market growth shows no signs of abating in China
- Chinese pet food trends are catching up to global market
- The rise of young pet owners
 - Graph 1: dog and cat ownership, by age group, Dec 2018

Transparency is the future of pet food trust

- Pet owners demand visibility of the supply chain and provenance of ingredients
- The appetite for detailed information is higher than ever before
- Technology will transform visibility into the pet food supply chain

Customisation offers new opportunities

- Pet food customisation is taking many forms
- Pet owners, particularly younger generations, are interested in personalised pet nutrition
- Science meets customisation

IN THE NEXT TWO YEARS

- Mintel's perspective

Questions swirl around grain-free pet food

- "A complex scientific issue"
- Grain-free inquiry plays out against a background of pet-owner concern
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- A shift towards healthy grains

New proteins: in the pursuit of sustainability

- Pet food is increasingly influenced by considerations for planetary health
- Experimenting with untapped proteins
- Lab cultured protein alternatives are advancing

Digestive health warrants more attention

- Digestive health is high on pet owners' radar
- Leveraging trends in gut health ingredients
- Microbiome testing – the new opportunity for personalisation

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Furring the boundaries
- Rise of the cat guy
- Pet cloning – no longer science fiction

KEY MARKET DATA

- The US remains by far the largest global pet food market
- Turkey and Asia dominate pet food market growth potential
- The UK catches up to the US in pet food innovation
- Dog snacks and treats continue to be the most innovative segment of the pet food market
 - Graph 2: pet food, new product launches, by subcategory, 2019
- Clean label and health benefits drive pet food innovation
 - Graph 3: pet food, new product launches, top five claims, 2019

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