As Millennials forge stronger bonds with their pets, brands will balance nature and science, foster emotional connections and reduce the ecological paw print.
REPORT CONTENT

WHERE WE ARE NOW
- EMEA: eco friendly and natural
- APAC: functional and safe pet food
- Americas: natural and functional

IN THE NEXT TWO YEARS
- Nature vs science
- The feline revolution
- Sustainability matters

[Graph] Global: incidence of ethical & environmental claims in food/drink and pet food, 2016-20

IN FIVE YEARS AND BEYOND
- Enhancing the bond
- Spotlight on mental health
- Exploring potential of lab-grown meat