

THE FUTURE OF PET FOOD: 2022

As humanisation accelerates, the new generation of pet owners will focus on health, sustainability and shared experiences with their fur babies.



Kate Vlietstra, Director,
Mintel Food & Drink



Report Content



- Meet Mintel's global pet food expert
- The now, the next and beyond

WHERE WE ARE NOW

- Pet owners are increasingly scrutinising pet food products for sustainability and health credentials
- What we are seeing

IN THE NEXT TWO YEARS

- Mintel's perspective

Leverage evolving pet health priorities

- Pet health priorities are evolving
- Pet owners are turning to supplements for added nutritional benefits
- Toppers with health benefits have growth potential
- Promote the nutritional benefits of toppers in flexible formats
- Target the demand for functional pet drinks
- Anxious owners are seeking help with their anxious pets
- The pet food industry can support anxious pets
- Digestive health powers emotional wellbeing

Make sustainability tangible and transparent

- Pet food has ramped up on environmental issues, but still has some catching up to do
 - Graph 1: % of food launches with an ethical/environmental claim, by top five claims, 2018-21
 - Graph 2: % of pet food launches with an ethical/environmental claim, by top five claims, 2018-21
- Focus on the basics of packaging
- Make sustainable packaging easier to understand
- Rebrand meat by-products and dial up health and sustainability cues
- Raw diets should communicate the environmental benefits of by-products
- Insect-based pet food is going mainstream
- Communication around insects is paramount

Humanisation meets premiumisation

- The pet parent phenomenon is accelerating
- Pet owners are devoted to their fur babies
- Humanisation lends itself to premiumisation

The Future of Pet Food: 2022

- Premium humanisation of pets spans pet food, experiences and even home design
- Sharing is caring
- Dial up palatability cues to attract discerning pet parents
- Focus on processing techniques

IN FIVE YEARS AND BEYOND

- Intel's perspective
- Intel Trend Ethics Check
- Lab-grown pet food is edging closer
- Intel Trend In Control
- Science and data will lead the way
- Intel Trend Flexible Spaces
- Elevate the in-store experience and build communities
- Do digital differently

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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