

# THE FUTURE OF PET FOOD: 2023

Pet owners turn to fresh and personalised options to address health concerns. Sustainability continues to play a role, but companies must ensure transparency.



Kate Vlietstra, Director,  
Mintel Food & Drink



# Report Content

- Meet Mintel's global pet food expert

## WHAT YOU NEED TO KNOW

- Where we are now
- In the next two years
- In five years and beyond

## IN THE NEXT TWO YEARS

- Mintel's perspective

### Naturally fresh food flourishes

- Naturally healthy food in demand
  - Graph 1: pet food launches featuring a natural category claim\*, by year, 2013-22
- Youngsters are keen on chilled and frozen options
  - Graph 2: interest in pet food concepts, by age, 2021
- Fresh food goes mainstream
- Young pet owners are turning to homemade options

### Take pet health personally

- Health and wellness concerns fuel food changes
  - Graph 3: reasons for changing pet's food in the past year, by type of pet owner and reason, 2022
- Turn to personalised options
- The pet obesity crisis lends itself to personalisation
- Offer diet plans tailored by DNA
- Technology can help

### Reassure over sustainable ingredients

- Pet food should continue to focus on environmental issues
- Reassure pet owners over sustainable ingredients
- Be specific on upcycling and reassure on taste
- Explain the benefits of 'reg ag' and reassure on health
- Combine communication about local sourcing with safety messaging

## IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Badly behaved pets
- Blur technology and wellness
- Fine dining for foodie pets
- Luxury foodservice takes premiumisation to a new level
- Just a drop of water

## KEY TAKEAWAYS

- Key takeaways

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