

PET FOOD, TREATS, AND SUPPLEMENTS

PRESENTATION OVERVIEW



1

SUPERFOOD BOOSTS

A love for vitamin-rich fruits has made its way into the pet sphere. With a trend for foods that can boost immunity, we then see a rise in treats and supplements that include berries, bananas, mangos and more – be it the real fruit itself or the flavoring.



2

PAWRENT TREATS

Pet owners want to feel their pets are part of their own lived experience. This is especially true when it comes to treats and indulgences that pawrents love - being marketed for pets. This trend opens an entire field of flavors that may or may not be interesting for pets but are very emotionally exciting for their owners.



3

EPICUREAN SENSIBILITIES

As part of the pet category's interest in "human-grade" food, this trend showcases how gourmet meals and elevated ingredient lists are gaining popularity. These are for owners who want to feel their pets are getting refined flavors that are interesting and complex.



4

BRING ON THE MEAT

While including natural meats in pet foods is nothing new, this trend shows the pendulum swing from veg-focussed pet foods into more "natural" meat focused flavors, that reflect pets' carnivorous primeval nature.



Gen Z pet owners are the most likely to **spoil their pets** with birthday cakes (34%), birthday presents (39%) and clothing or costumes (32%).

Forbes Advisor, June 2023

The twin trends of **humanization and premiumization** drive pet owners to seek kibble made with **ever higher levels of fresh meat** added to the extruder during production.

Pet food industry, October 2022

Indulgent treats account for 36% of total pet treat sales, while rawhide or long-lasting chews, functional treats and dental chews make up smaller shares of the category.

Pet Food Processing.net, November 2023