

Pet Food - US - May 2015

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“As human food trends continue to drive pet food innovation and premiumization, attributes like flavor, ingredients and nutrition will drive revenue in the coming year. Dry food for dogs and cats continues to slow while wet/moist pet foods grow.”
 – Amy Kraushaar, US Category Manager, Food & Drink, and Foodservice

This report looks at the following areas:

- Will the humanization of pet food trend continue?
- Where are the innovation opportunities?
- Is homemade pet food detracting from pet food sales?

Pet food sales remain essentially flat with slow projected growth for the future despite the ongoing humanization of pet foods in terms of flavor, ingredients and added benefits. The bright spot is pet treats, showing growth especially in the natural retail channel. Pet ownership, normally driven by households with children, has stagnated as Millennials delay marriage and childbirth. Natural, minimally processed, and “ancestral” products drove sales in the wet dog and cat food segments, but were offset by declines in dry dog and cat food, due to rising consumer concerns about real ingredients and “fillers”.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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