

Pet Food: Inc Impact of COVID-19 - US - August 2020

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“Pet food sales received a short-term boost in the early weeks of the pandemic as consumers stocked up on household essentials but is otherwise on course for continued slow, steady growth driven by premiumization and increasing numbers of pet-owning households.”
– **John Owen, Associate Director – Food & Retail**

This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the pet food market
- The pet food category's relative resilience amid difficult economic conditions
- Opportunities to expand the market with treats and toppers
- The potential for functional health benefits in food and treats

After a short-term stock-up boost in the early weeks of the pandemic, the pet food category has returned to slow, steady growth driven by premiumization and increasing numbers of pet-owning households. The category is likely to prove mostly resilient to the economic downturn, although some pet owners express willingness to trade down to save money. Still, pet owners' deep relationships with their pets create opportunities for brands that promise superior nutrition and quality.

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DID YOU KNOW?

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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Big food companies dominate mass-channel pet food sales

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