

# JM Smucker Co, The in Pet Care

December 2022

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## INTRODUCTION

Scope

Executive summary

## STATE OF PLAY

JM Smucker remains in fourth place, but with General Mills hot on its heels

JM Smucker's global footprint

The standout fact is JM Smucker's reliance on the US market

Divestments hit JM Smucker's profits

Pandemic serves to speed up the digitalisation of distribution channels

JM Smucker: Supporting a healthier planet

Rising prices could test the income elasticities of pet owners

## EXPOSURE TO FUTURE GROWTH

The US will continue to dominate new sales for JM Smucker

Minimal movement expected in the company rankings

## COMPETITIVE POSITIONING

Leaders Mars and Nestlé continue recording rising sales

Increasing overlap with General Mills

JM Smucker could benefit from increasing its visibility outside North America

Meow Mix, JM Smucker's "international" brand, worth investing in

Cross-industry operations in packaged food offer future synergies for JM Smucker

## PET FOOD

North America dominates JM Smucker's sales

Premiumisation and humanisation offer potential for growth in the US

JM Smucker launches new Big Life products for large dogs

Dog food the main product area in North America, but cat food elsewhere

## KEY FINDINGS

Key findings

## APPENDIX

Projected company sales: FAQs

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