

Premiumisation in Pet Care: Inflation and Beyond

October 2023

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STATE OF PLAY: PREMIUM PET CARE IN AN INFLATIONARY WORLD

Inflationary effect and its impact on pet care

Pet humanisation supports demand for premium despite inflationary pressures

Appeal of premium attracts new launches and new players

Continuing appeal of premium beyond inflationary headwinds

Continued humanisation of pets to support demand of premium products

Value propositions are key to drive premiumisation

PREMIUM VALUE PROPOSITION THROUGH NUTRITION

Human health and wellness trend influences pet dietary choices

Communicating health benefits through product claims

Pet food brands communicate health-related value added

Life stage nutrition: Different feeds for different needs

Life stage nutrition offerings lend to a nuanced and differentiated product portfolio

Targeting specific needs through nutrition

Nutrition-driven value proposition can demonstrate a clear benefit

PREMIUM VALUE PROPOSITION THROUGH FORMATS

Global share of wet pet food increases despite higher prices compared to dry pet food

Retailers increase their offer of wet pet food

New forms of wet food processing are gaining momentum

Wet cat food is expected to grow faster than wet dog food

Humanisation drives innovation in wet food

A variety of formats can contribute to future growth

PREMIUM VALUE PROPOSITION THROUGH EXPERIENCES

Understanding the potential of retail channels in offering a premium experience

Convenience leads in enhancing consumer experience with subscription models

Experiential benefits help consumers find value behind premium tag

Pet shops and superstores invest in elevating in-store experience

Enhancing bonding experiences through treats

From sharing occasions to interactive experiences, offerings are becoming experiential

Human-pet bond a key component of premium experiential offerings

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Key findings

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