Premiumisation in Pet Care: Inflation and Beyond

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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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