

# Holistic Wellness in Pet Care: Creating Value Through Broader Need States

February 2024

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Pet food players adopt health and wellness positioning

Treating not just for indulgence but for function

Functional benefits make their way into dog and cat treats

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## BURGEONING EMOTIONAL AND MENTAL HEALTH SPACES

Need to manage emotional and mental wellbeing in pets

Humanisation trend expands through self awareness

Ingredient familiarity aids ease of integration into diet

A contentious ingredient but an emerging territory nevertheless

Enrichment, play and stimulation to engage the senses

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Role of technology in pet health

Al-driven pet wearable tech facilitates preventative pet healthcare

Summary

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