Euromonitor International

Addressing Pet Life Stage Nutrition Through Need States

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INTRODUCTION

Introduction
Key findings

STATE OF PLAY

Exploring need states in pets by life stage
Adults in focus, as juveniles and senior pets mostly manage on comprehensive diets
Product claims and ingredients are critical tools in conveying life stage-specific benefits
Understanding the need for life stage-specific diets
Mapping life stage requirements to corresponding need states
Author speak

NURTURING THE NEEDS OF YOUNG ONES

Getting started on the pet ownership journey
Juvenile-orientated diets show efforts to make inroads early on
Different formats and textures for different needs
Juvenile focused pet food launches highlight formats and emphasise benefits
Training them young while treating them right
Treats, tech and transport: Product development is becoming sophisticated and niche
Author speak

MORE THAN JUST MAINTENANCE FOR ADULT PETS

The concept of need states in pet health and wellness
Pet obesity: The dark side of pet humanisation
Approaches to tackle obesity in pets
Special care for special needs
Resonance with life stage need-specific ingredients can drive product adoption
Achieve differentiation through sophisticated benefits and hero ingredients
Beyond water: Functional drinks promote hydration and enrichment
Author speak

ENABLING OPTIMAL CARE FOR SENIOR AND GERIATRIC PETS

An ageing pet cat and dog population
Senior-specific needs: A convergence point for ingredients, functional benefits and claims
Ageing pets: An appealing category for pet food players and private labels alike
Forms and textures to appeal to the ageing senses
Texture and format should be a consideration for senior diets
Author speak

OPPORTUNITIES

Opportunities (1): Get to know the pet owner
Opportunities (2): Map out optimal positioning of ingredients and claims
Opportunities (3): Leverage AI to drive personalisation unique to a pet's needs ecosystem
Opportunities (4): Understand pet owner sensibility for optimal targeting and positioning

KEY FINDINGS

Key findings

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/addressing-pet-life-stage-nutrition-through-need-states/report.