

Dog Food in the US

April 2023

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Dog Food in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premiumisation in dog food continues, driven by specific health claims and benefits
Supply chain challenges and inflation place pressures on consumers and producers
Volume sales impacted by slower growth of dog population and limited spending capacity

PROSPECTS AND OPPORTUNITIES

Sustainability strategies likely to be top of mind for producers aiming to address supply chain challenges and consumer concerns
Natural pet food and visually-appealing ingredients gain share on retailers' shelves
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