

# Pet Nutrition

Kiwis and Aussies are among the world leaders in pet ownership, which also means they're some of the biggest purchasers of pet food.

Owners are seeking out the very best for their furry friends, and there is heightened interest in health-improving pet products. Similar to the food and beverage category, personalisation and sustainability are also emerging in this space.

66% of UK pet owners are interested in buying pet food rich in gut healthy ingredients. (2022, Mintel)

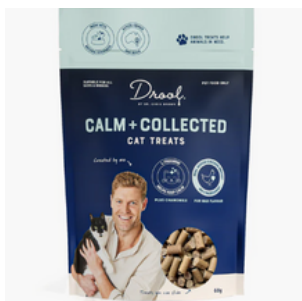
25% of pet food launches in Asia Pacific have claims linked to digestive health. (2017-2022, Mintel)

47% of US pet owners are interested in products that calms their pet down. (2022, Mintel)

53% of pet food buyers in the UK agree pet food made with sustainable ingredients would be appealing. (Mintel, 2022)



## On the Shelves



Calm + Collected Cat Treats from Drool by Dr. Chris Brown contain L-theanine, chamomile and tryptophan to help manage stress levels. (AU)



DOG By Dr Lisa, DOG Fibre. A fibre supplement that includes prebiotics and postbiotics to support bowel health. (AU)



Petz Park, Stress & Anxiety Supplement for Cats. An easy-to-use calming powder that includes hemp, magnesium, chamomile and more. (AU)



K9 Natural, Freeze Dried Lamb Green Tripe Topper. A daily supplement said to boost the nutritional value and flavour of your dog's food. (NZ)



## On the Shelves



Zesty Paws, Turkey Flavour Advanced Calming Bites. Uses L-Theanine, chamomile, melatonin and more to naturally encourage calmness in dogs. (USA)



Catit Nuna, Cat Treats with Insect Protein and Herring. Gluten-free sustainable cat treats bursting with protein, made from upcycled ingredients. (Canada)



Raw Pawz, Bone Broth DIY Gummies. Human-grade pet gummies made using beef bone broth powder, grass fed collagen, shitake mushrooms and ACV. (AU)



Doggylicious, Hip, Joint & Coat Doggy Butter. Made using human-grade ingredients including collagen and turmeric to boost pups hip, skin and coat health. (AU)

## Insights

While health is at the top of the priority list when purchasing pet food, the category is not entirely 'recession proof'. The squeeze on incomes and the simultaneous price inflation of pet food will create some challenges for brands. Clearly communicating the benefits of ingredients will help to establish value in the mind of the consumer.

Research also shows that consumers associate different types of pet food with different quality levels. Pouch, foil tray and chilled products are considered the best quality and may be better placed to command higher prices and feature health benefit claims.



## Hawkins Watts Offerings

- ✓ Hydrolysed Collagen
- ✓ Vitamins & Minerals
- ✓ Flavours, Dairy Powders & Aromas
- ✓ Natural Colours
- ✓ Prebiotic Fibre (NZ only)



IRi  
Growth delivered.

Please contact Hawkins Watts for more information

### Australia

+61 3 9561 3710 | sales@hawkinswatts.com.au

### New Zealand

+64 9 622 2720 | sales@hawkinswatts.com