

# CPG PET CARE INDUSTRY EMERGING TRENDS & STRATEGIES



Pets are increasingly front and center in our lives, and the sheer variety of pet products flooding the market is testament to how much we love to pamper them. Discover pivotal trends shaping the US and European markets and leverage our suggestions to thrive amidst competition.

## KEY TRENDS IN PET CARE



### PRODUCT PREMIUMIZATION

- Spend on premium pet foods and services
- Lavish disposable incomes on pet 'kids'
- Millennials leading this trend (buy 5+ gifts for their pets vs 1 for others)
- Designer pet accessories from luxury brands & retailers



### HEALTH & WELLNESS

- Attention to pets' health and wellness, including proactive care
- Innovation in pet wellness R&D
- Pet supplements (Vitamins, probiotic, CBD)
- Pet food niches (plant-based, freeze-dried)
- Pet tech (electronic tracking devices, pet monitoring)
- Pet Insurance



### FOOD INNOVATION

- Demand for more nutritious food options
- Focus on organic, 'natural' and probiotic
- Willingness to pay a premium for small-batch and customized meals
- DTC pet food segment (faster growth rate than e-commerce)
- Healthy pet food subscriptions



### SUSTAINABILITY & SOCIAL RESPONSIBILITY

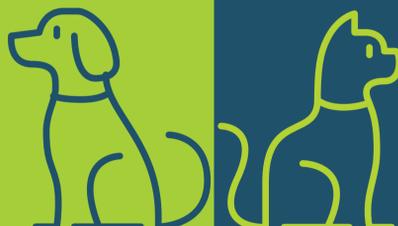
- Source of ingredients and manufacturing practices
- Innovations in sustainable practices in processes and packaging
- Trust in companies that benefit society and the planet

## 6 KEY PET MARKETING 'COMMANDS'

### PAW TOUCH

Connect with pet parents on an emotional and authentic level.

**71%** of pet owners consider their pets as family members



### PAW HEEL

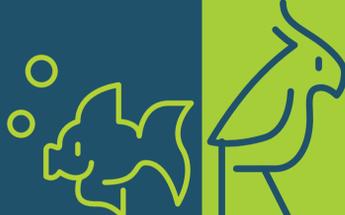
Be available to pet parents throughout the sales funnel.

**22%** of shoppers plan in-store shopping combined with a prior online order

### PAW TRACK

Follow customer data like a hound.

- Set up enhanced lead capture
- Use quizzes and product finder tools
- Mine omnichannel customer data



### PAW FOLLOW

Optimize social and paid media to target millennials.

- Tap into influencers to expand reach
- Re-share user generated content
- Create social promotions
- Utilize livestreams and social commerce

### PAW TEACH

Offer information and resources.

- Create content along the continuum of the pets' lifetime
- Package material and guidance in an entertaining form



### PAW STAY

Lean into customer loyalty.

- Offer exciting earn and burn options
- Use surveys & polls to gain customer data
- Analyze data for personalization

As brands strive to remain competitive and relevant, the ability to adapt to these changes has never been more critical. Discover how our best-in-class promotions and loyalty solutions can help to drive sales and engage your customers.

LET'S TALK

Don't miss the full guide:

**A GUIDE TO MARKETING FOR PET CARE - USA & EUROPE**

[CLICK HERE TO READ IT!](#)