

# The Grocer

**Focus On: Petcare by Daniel Selwood (Daniel.selwood@wrbm.com)**

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## The Story

**Meet the plant-based pet. Yes, our furry friends are the latest to embrace the vegan craze. As humans increasingly scrutinise their own meat and dairy consumption, they are starting to think more carefully about what they serve up to their pets. Cue a range of brands offering plant-based options for moggies and pooches but the craze has attracted some controversy. Critics claim a carnivorous diet is better for the health and cats and dogs alike. So can the vegan pet food craze continue? And what's next for petfood, as it increasingly mimics human trends?**

## Key Themes:

**Plant-based:** Who is offering plant-based food? What levels of success are they seeing? And can this ever grow beyond a niche proposition?

**Humanisation:** How is the humanisation of pets influencing pet food trends? And what's next? Insects are tipped as one potential area of growth, after The British Veterinary Association said some insect-based foods may be better for pets than prime steak. There has also been an increasing buzz around CBD products.

**Treats:** Treats are up hugely this year. What is driving this? Which brands are winning big? To what extent are premium treats a driving force?

**Cats:** Cat food is down, but there is growth in luxury, advanced nutrition and natural propositions. Which brands are winning? And which are losing?

**Dogs:** Dog food has won big this year. What is driving this? Where are the particular areas of growth?

**The unstoppable rise of Pets at Home:** The pet specialist has built on its spending spree with the recent purchase of Tailster. What is the strategy behind its expansion? And will it prove successful?

**4 x innovations:** We identify four new products or product ranges that have not appeared in The Grocer before, including launch date, RSP and a picture of each.

**Kantar data:** Using Kantar data, we explain the factors behind the performance of the different petcare categories.

**Nielsen data:** Using Nielsen data, we explain the rise and fall in performance of the top 10 brands.