Natural, Organic, and Eco-Friendly Pet Products in the U.S., 5th Edition

Description:
Consumers are extending their embrace of natural and organic products for themselves to the products they buy for their pets. Just as we do for ourselves, pet owners are migrating to products they perceive to be both safer and, in the case of natural pet food and treats, a source of better nutrition than traditional fare. Packaged Facts has reported how this market has enjoyed exponential growth in recent years. But, as with any hot market, there comes a time for a cooling off period.

What will keep this market moving in the fast track?

In the 5th edition of our groundbreaking report, Natural, Organic and Eco-Friendly Pet Products in the U.S., Packaged Facts examines the trends and factors that will help the natural and organic pet market continue its growth. One such trend is the strategy by manufacturers to launch products in the natural product space that offer additional features such as condition-specific ingredients or low-glycemic formulations.

The leading mass pet industry players are becoming concerned by the incursions of leading pet specialty players, as illustrated by the 2014 lawsuit filed by Nestle Purina against Blue Buffalo. Heightened consumer demand is also causing natural and organic products to appear far more frequently on the shelves of mass merchandisers and supermarkets, including in the form of ambitious new private-label lines such as Whole Foods ‘Whole Paws line and Wegmans' Simply from Nature.

Even events from as long ago as 2007 continue to resonate and affect the market: pet food recalls from that year remain fresh on consumers’ minds, and marketers are responding by promoting the “Made in the U.S.A.” hallmark on their labels. Indeed, Packaged Facts found, in its pet owner survey, that a majority of dog and cat food purchasers look for American-made pet food products when they shop.

Another key market driver involves environmentally friendly products, with consumers seeking out not just safer products but those made from sustainable or recycled/recyclable materials and manufactured with a smaller carbon footprint.

Building on the analysis presented in the previous editions of this report, this fully updated edition of Natural, Organic and Eco-Friendly Pet Products in the U.S. divides the market into two classifications: pet food and pet care, with the latter defined as encompassing all nonfood pet supplies (cat litter, grooming products, flea/tick care products, supplements, clean-up products, etc.). For each classification, coverage includes historical and projected retail sales estimates from 2009 through 2019, competitive strategies of key players, and trends in new product development such as grain-free, low-glycemic, superfood ingredients, human-grade, raw pet food (including freeze-dried and dehydrated), refrigerated pet food, eco-friendly nonfood pet products, corporate sustainability initiatives, cause marketing, and social media usage. Featuring exclusive Packaged Facts pet owner survey data, the report homes in on food and nonfood purchasing trends across multiple categories, as well as attitudes and demographic characteristics of natural and organic pet product purchasers. Additional data sources include IRI marketer/brand sales data for mass-market channels, SPINSscan data for the natural supermarket channel and specialty gourmet channels, and Simmons data profiling trends in pet ownership and product purchasing.

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