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.

Contents:

Chapter 1: Executive Summary
Scope of Report: Pet Food and Pet Care
Report Methodology
Note on Market Sizing
U.S. Retail Sales Top $7 Billion in 2014
Litter Dominates Pet Care Classification
Figure 1-1: Share of U.S. Retail Dollar Sales of Natural Pet Care Products by Segment: Litter, Health, Other, 2014 (percent)
Mass-Market Sales Trends
Market Share by Retail Channel
Natural and Organic Going Strong on the Human Side
Natural Pet Products Part of Premiumization Trend
Figure 1-2: Wellness/Ingredient-Related Pet Purchasing Attitudes, Any Agreement, 2014 (percent of pet product purchasers)
Product Safety/Purity Still a Concern
Natural Products a Retail Strategy in Pet Specialty
Sales to Top $14 Billion in 2019
Competitive Trends
Market Structure and Retail Dynamics
Traditional Marketers Tap In via Line Extensions, New Brands
Growth in Online Sales
Marketer and Brand Shares of Mass-Market Sales of Natural Dog Food
Marketer and Brand Shares of Mass-Market Sales of Natural Cat Food
Marketer and Brand Shares of Mass-Market Sales of Natural Cat Litter
Marketer and Brand Shares of Mass-Market Sales of Other Natural Dog/Cat Products
Marketing and New Product Trends
Moving Beyond the Natural Claim
Humanization
Grain-Free Pet Foods
Diets Target Pet Demographics and Lifestyles
Raw Foods Marketers Overcome Safety Issues, Convenience
Human-Style, Functional Treats Drive Category
Eco-Friendly Products Form Core of Pet Care Market
Consumer Trends
62% of Dog- or Cat-Owning Households Purchase General Market Natural or Organic Products
Natural/Organic Pet Product Purchasing Shows Uptick
47% of Dog Owners and 40% of Cat Owners Buy Natural/Organic or Eco-Friendly Pet Products
Figure 1-3: Dog and Cat Owner Purchasing Rates for Natural, Organic or Eco-Friendly Pet Products: Overall and by Gender, 2014 (percent of pet product purchasers)
Pet Food and Treats Show Highest Rates of NOEF Product Purchasing
Chapter 2: Introduction
Scope & Methodology
Scope of Report: Pet Food and Pet Care
Report Methodology
Market Definitions and Terminology
Natural Pet Food
Defining Natural
GMO Labeling Initiatives
A Basic Natural Pet Food Profile
Defining Organic
Pet Food Task Force Formed to Clarify Standards
U.S. Organic Standards as of September 2014
Third-Party Organic Accreditation
Natural vs. Organic
“Ethical” Issues Related to Organic
Raw Pet Food
Freeze-Drying
Pasteurization
Terms Often Associated with Natural and Organic Pet Food
Natural Pet Food Ingredients
Undesirable Ingredients
Natural Pet Care Products
Natural and Alternative Cat Litter
Natural Pet Health Products
Natural Pet Grooming Products
Natural Pest-Control Products
Natural Pet Supplements
Other Natural Pet Care Products
Ethical Issues
Key Ethical Issues
Eco-Friendly ("Green")
Locally Grown and "Food Miles"
Humane Treatment of Animals
No Animal Testing/Cruelty-Free
No Genetic Modification or Cloned Animals
Fair Trade/Ethically Sourced
Sustainable Agriculture and Development
Corporate Responsibility
FTC Cracking Down on "Eco-friendly" Labels
Illustration 2-1: Greener Choices Online Eco Label Evaluator
Chapter 3: Market Trends
Market Size & Composition
Note on Market Sizing
U.S. Retail Sales Top $7 Billion in 2014
Table 3-1: U.S. Retail Dollar Sales of Natural Pet Products: Pet Food, Pet Care, Total, 2010-2014 (in millions of dollars)
Figure 3-1: Share of U.S. Retail Dollar Sales of Natural Pet Products: Pet Food vs. Pet Care, Total, 2010-2014 (percent)
Raw and Refrigerated Pet Food Sales
Figure 3-2: U.S. Retail Sales of Commercially Prepared Raw Pet Food: 2010-2014 (in millions of dollars)
Litter Dominates Pet Care Classification
Table 3-2: U.S. Retail Dollar Sales of Natural Pet Care Products by Segment: Cat Litter, Pet Health, Other, 2010 vs. 2014 (in millions of dollars and percent) . 54
Figure 3-3: Share of U.S. Retail Dollar Sales of Natural Pet Care Products by Segment: Litter, Health, Other, 2014 (percent)
Natural Product Percentage of Pet Specialty Sales by Category ..
Figure 3-4: Share of Independent Pet Specialty Store Total Sales Derived from Natural Products, 2013 vs. 2012 (percent)
Figure 3-5: Share of Independent Pet Specialty Store Total Grooming Services Sales Derived from Natural Products, 2013 vs. 2012 (percent)
Table 3-3: Share of Independent Pet Specialty Store Sales Derived from Natural Products: By Animal Category and Percentage Level, 2013 (percent)
Mass-Market Sales Trends
Table 3-4: IRI-Tracked Sales of Natural Pet Products: Total and by Food and Nonfood Category and Segment, 2013 vs. 2014 (in millions of dollars and pounds)
Table 3-5: Natural Product Share of IRI-Tracked Sales of Pet Products: Total and by Food and Nonfood Category and Segment, 2013 vs. 2014 (percent)
Table 3-6: Share of IRI-Tracked Sales of Natural Pet Products by Food and Nonfood Category and Segment, 2013 vs. 2014 (percent)
Natural Supermarket Sales Continue Upward Path
Table 3-7: Retail Dollar Sales of Pet Products in the Natural Supermarket Channel by Category and Segment, 2013 vs. 2014 (in millions of dollars)
Table 3-8: Share of Retail Dollar Sales of Pet Products in the Natural Supermarket Channel by Category and Segment, 2013 vs. 2014 (percent)
Specialty/Gourmet Supermarket Sales Down 3%
Table 3-9: Retail Dollar Sales of Pet Products in the Specialty/Gourmet Supermarket Channel by Category and Segment, 2013 vs. 2014 (in millions of dollars)
Table 3-10: Share of Retail Dollar Sales of Pet Products in the Specialty/ Gourmet Supermarket Channel by Category and Segment, 2013 vs. 2014 (percent)
Market Share by Retail Channel
Table 3-11: Share of U.S. Retail Dollar Sales of Natural Pet Products by Distribution Channel, 2014 (percent)
Market Outlook
Natural and Organic Going Strong on the Human Side
Environment, Safety and Social Concerns Prevalent
Figure 3-6: Attitudes Toward Natural-Related Product Purchases, Overall vs. Pet Product Purchasers, 2014 (percent)
Healthy Lifestyles Still a Driving Factor
Natural Pet Products Part of Premiumization Trend
Figure 3-7: Wellness/Ingredient-Related Pet Purchasing Attitudes, Any Agreement, 2014 (percent of pet product purchasers)
Product Safety/Purity Still a Concern
Figure 3-8: Level of Agreement with Statement: “I consider natural and organic pet foods to be safer than regular pet foods,” 2014, Pet Owners Overall vs. Natural Pet Product Purchasers (percent)

Figure 3-9: Level Of Agreement With Statement: “I am concerned about the safety of the dog food, dog treat, and dog chew products (or cat food and treat products) that I buy,” 2012 vs. 2014 (percent)

Figure 3-10: Level Of Agreement With Statement: “Fear of pet food contamination/ product safety is a key consideration in the dog foods/cat foods I buy,” 2014 (percent of cat and dog product purchasers)

Figure 3-11: Level of Agreement with Statement: “I prefer to purchase pet products made by smaller companies I trust,” 2012 (percent of pet product purchasers)

Made in the USA an Indicator of Pet Food Safety

Figure 3-12: Pet Owners Who Seek Out Pet Food/Supplies Made in the U.S.A., Any Agreement, 2014 (percent of pet product purchasers)

Natural Products a Retail Strategy in Pet Specialty

Figure 3-13: Level of Agreement with Statement: “Natural pet products sold in pet stores and superstores are superior to those sold in general stores such as supermarkets or supercenters,” 2014 (percent)

Figure 3-14: Percentage of Pet Products with Natural, Organic and/or Eco-Friendly Marketing Propositions, 2014 (percent)

Figure 3-15: “What is the most important factor when evaluating natural products for your store?” (percent)

Figure 3-16: “What are the biggest challenges you face in selling natural pet products?” (percent)

Figure 3-17: “In which product categories is the ‘natural’ movement having the biggest impact?” (percent)

Table 3-12: Purchasing Rates for Pet Products in the Pet Specialty Channel: 2010-2014 (percent of dog or cat owners)

GMO Debate Crosses into Pet Food

Figure 3-18 Level Of Agreement With Statement: “I worry about GMO (genetically modified) ingredients in dog/cat food”, 2014 (percent of product purchasers)

Say ‘No’ to Natural?

Natural Products Not Immune to Recalls

Arguments Against Raw Pet Food

Pet Market Macrotrends

Pet Owners Cut Back Due to Economic Doldrums

Table 3-13: Level of Agreement with Statement: “I am spending less on pet products because of the economy,” 2010-2014 (percent of pet product purchasers)

Table 3-14: Level of Agreement with Statement: “Many pet products are becoming too expensive,” 2011-2014

Table 3-15: Pet Food Purchasing by Price Level, 2014 (percent of pet product purchasers)

Table 3-16: Level of Agreement with Statement: “If natural/organic pet products were more available where I shop, I would buy them more often,” 2012 vs. 2014 (percent of pet product purchasers)

Table 3-17: Level of Agreement with Statement: “If natural/organic pet products were more affordable where I shop, I would buy them more often,” 2012 vs. 014 (percent)

Pet Ownership and Population Trends

Table 3-18: Household Penetration Rates for Dogs and Cats, 2010-2014 (U.S. households—percent and number in thousands)

The Aging Pet Population

Table 3-19: Age of Dogs and Cats, 2014 (percent of pet owners)

Pet Overweight and Obesity

Table 3-20: Percentage and Number of Overweight or Obese Dogs and Cats, 2011 vs. 2013

Figure 3-19: “Do you have an overweight pet?” Dog Owners vs. Cat Owners, 2014 (percent)

Figure 3-20: Pet Owners Who Use Pet Food Targeting Weight Management, 2014 (percent)

Pets as Family

Table 3-21: Pet Owner Attitudes and Behavior Characterizing Human/Animal Bond, 2014, Pet Owners Overall vs. Natural Pet Product Purchasers (percent)

Changes in Pet Food Regulation

Market Projections

Sales to Top $13 Billion in 2019

Table 3-22: Projected U.S. Retail Dollar Sales of Natural Pet Products: Pet Food, Pet Care, Total, 2014-2019 (in millions of dollars)

Chapter 4: Competitive Trends

Market Structure and Retail Dynamics

Acquisitions and Mergers

P&G Sells Most of Its Petcare Business to Mars

Treats Get Gobbled Up

Illustration 4-1: Three Dog Bakery's Beg-als

Illustration 4-2: Zuke's Power Bones

Del Monte Foods Acquires Natural Balance, Becomes Big Heart Pet Brands

Illustration 4-3: Big Heart Pet Brands
Blue Buffalo Faces Litigation, Considers IPO
IPO in the Works for Freshpet?
Absorption Corp. Becomes Healthy Pet, Acquires Simply Pine
Globalinx Rebrands to Hillside Farms, Opens U.S. Plant
Harbinger Group Makes an Offer for Central Garden & Pet
Other Deals
Investors Tap In
Traditional Marketers Tap In via Line Extensions, New Brands ..
Nestlé Purina Renames, Revamps Beyond Line
Illustration 4-4: The New Look of Purina Beyond
Science Diet Still Feeling Pressure Despite Ideal Balance Launch
Despite Image Overhaul, Bravo! Plagued by Recalls
Big-Name Retailers Enter the Natural Market, Revamp Products .. 115
Whole Foods Introduces Whole Paws
Illustration 4-5: Whole Foods’ Whole Paws Pet Food
Wegmans Goes Head to Head with Pet Specialty
Illustration 4-6: Simply from Nature Comparison Chart
Illustration 4-7: Wegmans’ Simply From Nature Pet Food
Kroger Partners with “I and love and you”
Illustration 4-8: “I and love and you” Banner Ad for Kroger
Freshpet Powers Growth of the Fresh Segment
Illustration 4-9: Freshpet Refrigerator
Natural Pet Care Leaders and Up-and-Comers
Pet Care Category Specialists
Growth in Online Sales
Figure 4-1: Level of Agreement with Statement: “I am buying pet products online more than I used to,” 2014, Pet Owners Overall vs. Natural Pet Product Purchasers (percent)
Social Media
Cause Marketing
Figure 4-2: Level of Agreement with Statement: “The participation by pet product brands in pet welfare and rescue causes and events plays a significant role in which brands I buy,” 2014: Pet Owners Overall vs. Natural Pet Product Purchasers (percent)
Figure 4-3: Level of Agreement with Statement: “The participation by pet product retailers in pet welfare and rescue causes plays a role in where I buy pet products,” 2014: Pet Owners Overall vs. Natural Pet Product Purchasers (percent)
Figure 4-4: Percentage of Pet Owners Who Have Contributed Time or Money to Pet Welfare or Rescue Causes, 2014 (percent)
Sustainability Initiatives
Illustration 4-10: Pet Sustainability Coalition Founding Members
Mars
Nestlé Purina
Other Companies’ Efforts
Eco-friendly Packaging
Marketer and Brand Rankings
Methodology for Estimates
Pet Age Retailer Ranking of Dog and Cat Food Market Leaders ..
Natural Cat Litter Leaders in the Pet Specialty Channel
Table 4-1: Pet Specialty Channel Marketer and Brand Leaders in Dog Food and Cat Food: 2008-2012 (percent)
Marketer and Brand Shares of Mass-Market Sales of Natural Dog Food
Marketer and Brand Shares of Mass-Market Sales of Natural Cat Food
Marketer and Brand Shares of Mass-Market Sales of Natural Cat Litter
Marketer and Brand Shares of Mass-Market Sales of Other Natural Dog/Cat Products
Table 4-2: U.S. IRI-Tracked Retail Dollar Sales of Natural Dog Food by Marketer, Brand, and Segment: 52 Weeks Ending March 23, 2014 vs. Year-Ago Period (in millions of dollars)
Table 4-2a: Share of U.S. IRI-Tracked Retail Dollar Sales of Natural Dog Food by Marketer, Brand, and Segment: 52 Weeks Ending March 23, 2014 vs. Year-Ago Period (in millions of dollars)
Table 4-3: U.S. IRI-Tracked Retail Sales of Natural Cat Food by Marketer, Brand, and Segment: 52 Weeks Ending March 23, 2014 vs. Year-Ago Period (in millions of dollars)
Table 4-3a: Share of U.S. IRI-Tracked Retail Sales of Natural Cat Food by Marketer, Brand, and Segment: 52 Weeks Ending March 23, 2014 vs. Year-Ago Period (in millions of dollars)
Table 4-4: U.S. IRI-Tracked Dollar Sales of Natural Cat Litter by Marketer and Brand: 52 Weeks Ending March
23, 2014 vs. Year-Ago Period (in millions of dollars)
Table 4-4a: Share of U.S. IRI-Tracked Retail Share of Natural Cat Litter by Marketer and Brand: 52 Weeks Ending March 23, 2014 vs. Year-Ago Period (in millions of dollars)
Table 4-5: U.S. IRI-Tracked Retail Dollar Sales of Natural Dog/Cat Needs by Marketer and Brand: 52 Weeks Ending March 23, 2014 vs. Year-Ago Period (in millions of dollars)
Table 4-5a: Share of U.S. IRI-Tracked Retail Share of Natural Dog/Cat Needs by Marketer and Brand: 52 Weeks Ending March 23, 2014 vs. Year-Ago Period (in millions of dollars)
Caru Pet Food
Illustration 4-11: Caru Pet Food Stews
Illustration 4-12: Caru Pet Food Bites and Bars in Compact, “Green” Pouches
Small-Batch Preparation, Trusted Suppliers Key to Quality
Illustration 4-13: Caru’s Logo新鲜fetch
Illustration 4-14: freshfetch Intact Unprocessed Food for Dogs Beef Entrée
Improving on Pet Food, Raising Expectations
Illustration 4-15: Food Preparation in the freshfetch Kitchen
Illustration 4-16: freshfetch Serving Size Calculator
The Honest Kitchen
Illustration 4-17: The Honest Kitchen Smittens Pure-Fish Cat Treats
FDA Approval, Packaging Redesign Among New Developments
Illustration 4-18: The Honest Kitchen Packaging Redesign
Primal Pet Foods
Consumers Seeking Allergy-Friendly Ingredients, Convenient Preparation
Illustration 4-19: Primal Pet Foods Dog Food Formulas Featuring Alternative Proteins
Illustration 4-20: Primal Pet Foods’ New Pronto Formula
Marketer and Brand Listing
Table 4-6: Marketers and Brands of Natural and Organic Pet Food, 2014
Table 4-7: Marketers and Brands of Natural, Organic and Eco-Friendly Pet Care Products, 2014
Chapter 5: Marketing and Product Trends
Pet Food
Moving Beyond the Natural Claim
Illustration 5-1: Merrick’s New Grain-Free and Gluten-Free Treats
Humanization
Human-Grade Ingredients
Illustration 5-2: Human Grade Description from The Honest Kitchen Website ...
Personalized Pet Food
Illustration 5-3: Petbrosia Website Screen Shot
Grain-Free Pet Foods
Illustration 5-4: Catswell Nutrisca Dry Cat Food
Gluten-Free Fills Grain-Free Niche Market
Ancestral Lines Focus on Meat-First
Illustration 5-5: EVO Ancestral Pet Food Website
Illustration 5-6: Blue Buffalo Blue Wilderness Website
Illustration 5-7: Taste of the Wild Website
Exotic Proteins
Illustration 5-8: Delca Corp. Alligator, Crab and Crawfish Dog Biscuits
Diets Target Pet Demographics and Lifestyles
Limited Ingredient Diets
Healthy Weight
Illustration 5-9: Halo, Purely for Pets Grain-Free Healthy Weight
High Performance Diets
Illustration 5-10: Nulo Website Promoting Active Lifestyles for Pets and Owners
Glycemic Index
Illustration 5-11: Dogswell LiveFree Website
Source: Dogswell LiveFree website
Aging Pets
Illustration 5-12: Ark Naturals’ Gray Muzzle
Novel Product Forms for Cats
Illustration 5-13: Nutro Natural Choice Soft Loaf Cod Recipe
Refrigerated Niche Continues to Advance
Raw Foods Marketers Overcome Safety Issues, Convenience
Illustration 5-14: Sojos Turkey Complete Cat Food
Focus on Product Safety
Human-Style, Functional Treats Drive Category
Human-Food Inspired Offerings Abound
Illustration 5-15: Yaff Bar Energy Bar to Share
Functional Ingredients Provide Multiple Benefits
Freeze-Dried/Dehydrated Treats Combine Convenience and Quality Proteins
Illustration 5-16: Stella & Chewy's Carnivore Crunch
Oven-Baked, Meat-First Treats Play to Guilt-Free Trend
Illustration 5-17: Wellness Pure Delights Turkey & Salmon Jerky
Cat Gardens
Pet Care Products
Eco-Friendly Products Form Core of Market
Cat Litter
Illustration 5-18: Blue Buffalo BLUE Naturally Fresh Herbal Attraction Cat Litter .. 216
Illustration 5-19: Healthy Pet Cat Litter
Flea/Tick Products
Illustration 5-20: Alzoo Natural Flea & Tick Repellant
Pet Supplements
Illustration 5-21: "I and love and you" Natural Remedies
Illustration 5-22: Nordic Naturals Pet Supplements
Illustration 5-23: Boneo Bone and Joint Health Supplement
Illustration 5-24: Herbsmith Nutrients Superfood for Superdogs
Health Remedies
Illustration 5-25: FFD Designs FouFou Pet Fou-sticks
Grooming Products
Beds
Illustration 5-26: P.L.A.Y. Lounge Bed
Toys
Illustration 5-27: West Paw Design Zogoflex Toys
Collars and Leads
Illustration 5-28: Lupine Pet ECO Line Colors
Illustration 5-29: Wagging Green Rescue Dog Saving the Earth Collar
Chapter 6: Consumer Trends
Overview of Natural/Organic Product Purchasing
Note on Data Sources
62% of Dog- or Cat-Owning Households Purchase General Market Natural or Organic Products
Figure 6-1: Percentage Who Especially Look for Organic/Natural Foods Generally vs. Use Any Organic Foods: Households Overall, Dog Owners, and Cat Owners, 2012 vs. 2014
Table 6-1: General Market Purchasing Patterns for Organic/Natural Products: Households Overall vs. Dog- or Cat-Owners, 2012 vs. 2014 (percent of U.S. population)
Natural/Organic Pet Product Purchasing Shows Uptick
Figure 6-2: Purchasing Rates for Selected Natural, Organic or Eco-Friendly Pet Product Classifications, 2012 vs. 2014 (percent)
Table 6-2: Purchasing Patterns for Selected Natural or Organic Pet Product Classifications: Dog- or Cat-Owning Households, 2012 vs. 2014 (percent of U.S. households)
Purchasing Patterns by Product Type
47% of Dog Owners and 40% of Cat Owners Buy Natural/ Organic or Eco-Friendly Pet Products
Figure 6-3: Dog and Cat Owner Purchasing Rates for Natural, Organic or Eco-Friendly Pet Products: Overall and by Gender, 2014 (percent of pet product purchasers)
Pet Food and Treats Show Highest Rates of NOEF Product Purchasing
Table 6-3: Natural, Organic or Eco-Friendly Product Purchasing Rates for Dog Supplies by Type, 2014 (percent of dog product purchasers)
Table 6-4: Natural, Organic or Eco-Friendly Product Purchasing Rates for Cat Supplies by Type, 2014 (percent of cat product purchasers)
Pet Superstores, Walmart Are Top for NOEF Product Purchasing
Table 6-5: Where Natural, Organic or Eco-Friendly Dog Food or Treats Are Purchased: Selected Channels, 2014 (percent of natural food purchasers)
Table 6-6: Where Natural, Organic or Eco-Friendly Cat Food or Treats Are Purchased: Selected Channels, 2014 (percent of natural cat food purchasers)
Table 6-7: Where Natural, Organic or Eco-Friendly Dog Supplies Other Than Dog Food or Treats Are Purchased: Selected Channels, 2014 (percent of dog supplies purchasers)
Table 6-8: Where Natural, Organic or Eco-Friendly Cat Supplies Other Than Cat Food or Treats Are Purchased: Selected Channels, 2014 (percent of cat supplies purchasers)
Purchased: Selected Channels, 2014 (percent of natural cat supplies purchasers)

Table 6-9: Where Natural, Organic or Eco-Friendly Cat Litter Is Purchased: Selected Channels, 2012 vs. 2014 (percent cat-owning households)

Natural, Organic Lead by NOEF Pet Food Formulation Type

Figure 6-4: Types of Natural, Organic or Eco-Friendly Pet Food or Treats Purchased: Dog Owners vs. Cat Owners, 2014 (percent among product purchasers)

Consumer Profiles

Mixed Demographics for Organic Pet Food

Strong Relationship Between Purchasing General Market Natural/Organic Products and Organic Pet Food

Figure 6-5: Top Demographic Indicators for Purchasing Organic Pet Food, 2014 (percent of dog- or cat-owning households)

Table 6-10: Overview of the Organic Pet Food Purchaser, 2014 (percent, number and index of dog- or cat-owning households)

Regional Skews for Purchasing of Natural Dog Foods

Table 6-11: Demographic Indexes for the Natural Dog Food Brand Purchaser, 2014 (dog-owning households)

The Nutro Dog Food Purchaser

Table 6-12: Selected Demographic Indicators for Purchase of Nutro Brand Dog Food, 2014 (percent, number and index of dog-owning households)

The Natural Balance Dog Food Purchaser

Table 6-13: Selected Demographic Indicators for Purchase of Natural Balance Dog Food, 2014 (percent, number and index of dog-owning households)

The Nature's Recipe Dog Food Purchaser

Table 6-14: Selected Demographic Indicators for Purchase of Nature's Recipe Dog Food, 2014 (percent, number and index of dog-owning households)

The Goodlife Recipe Pet Treat Purchaser

Table 6-15: Selected Demographic Indicators for the Purchase of Goodlife Recipe Brand Pet Treats, 2014 (percent, number and index of dog- or cat-owning households)

The Natural Cat Litter Purchaser

Table 6-16: Selected Demographic Indicators for Purchasing of Natural Brand Cat Litter, 2014 (index of cat-owning households)

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