Pet Product Packaging Innovation: Consumer Perspectives

Description:

The increase in selection of premium and superpremium pet products continues to drive advances in packaging for these products as marketers attempt to convey the quality of their products through development of premium packaging features and designs. Paper and multi-walled laminates are slowly giving way to plastic films for dry pet foods, the largest pet product segment. Metal cans continue to dominate sales for wet and moist pet foods even as the majority of new products have shifted to plastic trays, pouches, and chubs, signaling a slow shift from metal packaging. Stand-up pouches in particular are seeing strong growth in this segment as well as continuing to increase its lead as top packaging style for treats. Convenience and sustainability in the packaging of the pet products they purchase are top of mind for pet owners. Ease of use and good closure systems are the most important features of pet product packaging across all pet owners, while the importance of eco-friendly features to pet owners is much stronger with Millennials and Hispanics.

What You'll Get in This Report

Pet Product Packaging Innovation: Consumer Perspectives provides an in depth analysis of packaging materials and styles used for pet products across the U.S. market, focusing on dog and cat food packaging as the largest influences on the market. No other market research report provides both the comprehensive analysis and extensive data Pet Product Packaging Innovation: Consumer Perspectives offers. Moreover, all information and analyses in the report is highly accessible, presented in concise text and easy-to-read and practical charts, tables, and graphs.

Report Methodology

The information in Pet Product Packaging Innovation: Consumer Perspectives was obtained from primary research including national online consumer polls of U.S. pet owners conducted on an ongoing basis by Packaged Facts, interviews with pet market experts, on-site examination of retail and service provider venues, and Internet canvassing including websites and blogs. Secondary research includes consumer survey data compiled by Experian Simmons, information- and data-gathering from consumer business and trade publications, company profiles, and the extensive pet market research database and report collection. Consumer findings are derived from Packaged Facts’ proprietary survey conducted in August 2015 expressly for this report, which provides current data on consumers’ purchasing habits, preferences, and perspectives.

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