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, 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.

Contents:

Chapter 1 Executive Summary
Scope & Methodology
Pet Product Packaging within the Larger Pet Product Market
Pet Owner Demographics Affecting Packaging
Key Pet Packaging Trends
Pet Owners Want Closure
Convenience Crucial to Pet Owners
Premiumization and Humanization
Figure 1-1 Pet Owner Attitudes on Attractiveness of Packaging for Dry Pet Food, 2015 (percent)
Environmentally Friendly Packaging
Figure 1-2 Hispanic Pet Owner Attitudes of Environmental Packaging, 2015 (percent)
Age Friendly Packaging
Packaging Sizes
Packaging Provides Safety for Pet Foods and Products
Trends in Packaging Styles & Material
Uses Expand for Pouches
Metal Still Tops for Wet Pet Food Packaging
Millennials, Hispanics, High Income Pet Owners Prefer Plastic for Wet Food Packaging
Paper & Paperboard (Cardboard) on the Decline
Pet Food Trends Affecting Packaging
Refrigerated/Frozen Foods
Natural Pet Foods Have Unique Packaging Requirements
Packaging Innovations in Treats
Packaging Trends for Non-Pet Food & Non-Canine/Feline Pet Products
Other Packaging Innovations
Chapter 2 Introduction
Scope
Report Methodology
The Pet Product Market in the U.S.
Figure 2-1 Pet Product Market in the U.S., 2010–2014 (in billion $)
Pet Ownership Remains Steady
Table 2-1 Household Penetration Rates for Selected Pet-Owning Classifications, 2010-2014 (percent of and number of U.S. households in millions)
Pet Product Packaging within the Larger Pet Product Market
The Connection between Pet Product Packaging and Pet Product Sales
Pet Market Factors Affecting Packaging
Wealthy Pet Owners
Table 2-2 Change in Pet Market Consumer Base: Households Earning $100,000 or More vs. Households Earning Under $100,000: 2010 vs. 2014 (number of U.S. dog- or cat-owning households)
Aging Pet Owners
Table 2-3 Indexes for Dog or Cat Ownership: Younger vs. Older Boomers, 2010 vs. 2014 (U.S. households)
Millenials
Table 2-4 Dog vs. Cat Ownership Trends by Race/Ethnicity, 2010 vs. 2014 (percent and number of U.S. dog- or cat-owning households)
Sales Channel Considerations
Chapter 3 Pet Product Packaging Trends
Key Points
Pet Owners Want Closure
Figure 3-1 Important Pet Food Closure Types & Characteristics (in percent)
Latest Closure Innovations
Illustration 3-1: Pestell's LifeMate cat litter with Velcro closure
Illustration 3-2: Pet products using the Aplix Easy-Lock hook-to-hook closure
Illustration 3-3: Natural Life's Grain-Free dog food with slider zipper closure
Convenience Crucial to Pet Owners
Figure 3-2 Important Pet Food Convenience Characteristics, 2015 (in percent)
Illustration 3-4: Purina Pro Plan energy bars for active dogs
Premiumization and Humanization
Figure 3-3 Pet Owner Attitudes on Attractiveness of Packaging for Dry Pet Food, 2015 (percent)
Illustration 3-5: Bocce's Bakery's line of dog biscuits packaged in cracker-style boxes
Illustration 3-6: Purina's Just Right personalized dog food
Human Food Packaging Trends in Pet Products
Table 3-1 Attitudes toward Packaging of Pet Food Products, All Pet Owners vs. Pet Owners Who Prefer Sophisticated Packaging for Human Food Products, 2015 (percent and index)
Illustration 3-7: Spot Farm's “human grade” jerky treats with see-through window packaging
Illustration 3-8: Purina Pro Plan Savor Additions puree meal enhancers in baby food-style squeeze pouches
Illustration 3-9: Wexford Farms’ Warm Meals single-serve warm dog food
Trends in Packaging Styles & Material
Uses Expand for Pouches
Illustration 3-10: Fromm's Four Star Lamb & Lentil Recipe dog food in stand-up ouch
Illustration 3-11: Dr. Thornley's Hay Balancer for horses in new 20 lb stand-up pouch
Illustration 3-12: Purina Waggin’ Train treats
Metal Still Tops for Wet Pet Food Packaging
Figure 3-4 Wet Food Packaging Type(s) Purchased by Pet Owners, 2015(in percent)
Illustration 3-13: Pappy's Pot Roast Dinner in Merrick's Chunky Can line of canned grain-free dog foods
Millenials, Hispanics, High Income Pet Owners Prefer Plastic for Wet Food Packaging
Table 3-2 Wet Food Packaging Materials by Race, Age, and Household Income (percent and index)
Illustration 3-14: Rad Cat's new Raw Diet flavors in recyclable plastic tubs
Illustration 3-15: Beneful Chopped Blends dog food in a plastic tub with overcap
Paper & Paperboard (Cardboard) on the Decline
Illustration 3-16: Iams Proactive Health dog foods in paper bags
Illustration 3-17: The Honest Kitchen's force dehydrated dog foods in paperboard packaging
Illustration 3-18: Tropic Marin's 3-part Original Balling salts in paperboard boxes
Packaging Provides Safety for Pet Foods and Products
Figure 3-5 Pet Owner Attitudes on Labeling and Packaging Protection for Dry Pet Food, 2015 (percent)
Illustration 3-19: Bravo!'s individually wrapped raw frozen patties
Using Labeling to Ensure Product Safety
Hispanic Pet Owners More Interested in Resistant Packaging
Table 3-3 Importance of Packaging Environment Resistance Features by Race, 2015 (percent and index)
Environmentally Friendly Packaging
Figure 3-6 Hispanic Pet Owner Attitudes of Environmental Packaging, 2015 (percent)
Illustration 3-20: TerraCycle recycling for Trufood by Wellness packaging
Natural Products, Natural Packaging?
Illustration 3-21: Steve's Real Food dog foods in compostable packaging
Sustainable Packaging
Families with Kids also Favor Eco-Friendly Packaging
Figure 3-7 Shoppers Who Say Eco-Friendly Packaging is “Very Important,” 2015 (percent of U.S. adults)
Age Friendly Packaging
Figure 3-8 Pet Owner Attitudes of Environmental Packaging by Age, 2015 (percent)
Figure 3-9 Other Pet Owner Packaging Attitudes by Age, 2015 (percent)
Illustration 3-22: Peelable and reusable adhesive magnifying glass for packaging from IC Optix
Packaging Sizes-Different Channels, Different Packaging
Figure 3-10 Dry Pet Food Purchasing of Dog and Cat Owners by Package Size, 2015 (in percent)
Illustration 3-23: In Clover's POP display stand for retailers
Single-Serve has Gone to the Cats
Figure 3-11 Pet Owner Preference for Small Serving and Single-Serve Pet Foods, 2015 (in percent)
Illustration 3-24: Sheba Perfect Portions entrees with two single-serving trays
Illustration 3-25: Variety Pet Foods' new single-serve Homestyle wet dog food in 12-can multi-packs
Illustration 3-26: 1 oz single-serve size Indigo Smokehouse Strips treats by PetSafe
Pet Food Trends Affecting Packaging
Figure 3-12 Pet Owners Purchasing Alternative Format Pet Foods in Last 30 Days, 2015 (in percent)
Refrigerated/Frozen Foods
Illustration 3-27: Freshpet's new Select Fresh from the Kitchen refrigerated meal in a stand-up pouch
Illustration 3-28: New frozen kibble toppers in larger tub format from Frenchie's Kitchen
Illustration 3-29: Elive's Carnivore Blend frozen fish food in individual portion cups
Natural Pet Foods Have Unique Packaging Requirements
Figure 3-13 Pet Owner Attitudes on Packaging for Preserving Nutrition/Freshness of Dry Pet Food, 2015 (percent)
Illustration 3-30: Castor & Pollux' redesigned Organix Grain Free packaging
Packaging Innovations in Treats
Illustration 3-31: Leanlix lickable treat in Cheezsteak flavor
Figure 3-14 Sonoco Pet Treat Packaging Survey (in percent)
Purina's Beggin' Party Poppers Mix Treats and Play
Illustration 3-32: Purina's new Beggin' Party Poppers in an interactive container.
Capturing Human-Style Packaging for Dog Treats
Illustration 3-33: Milk-Bone Brushing Chews in toothpaste-style carton
Packaging Pet Treats as Souvenirs
Illustration 3-34: The Granville Island Pet Treatery dog treats in souvenir-style packaging
Trial-sizes & Individual Packaging for Treats adds Convenience
Illustration 3-35: Ark Naturals Breath-Less Brushless-ToothPaste Singles
Illustration 3-36: Individually wrapped Thinkers dog treats by Plato Pet Treats
Packaging Trends for Non-Pet Food & Non-Canine/Feline Pet Products
Cat Litter/Pet Waste Product Packaging
Illustration 3-37: Purina Pro Plan Renew in a recycled molded pulp shell jug
Illustration 3-38: New fluted design of Tidy Cats 27 lb litter pail
Illustration 3-39: New packaging for Almost Invisible Cat Litter
Illustration 3-40: Bag on Board's new Green Pups waste pick-up bags in recycled paper packaging
Grooming Product Package Refreshes
Illustration 3-41: Bobbi Panter's new upright bottles for its Signature line of grooming products
Illustration 3-42: Hartz Groomer's Best line of shampoos in more sustainable packaging
Medicines and Supplements
Illustration 3-43: Zoë Pill Pops in individually wrapped pairs
Illustration 3-44: NuPath canine supplements in squeezable pouch
Illustration 3-45: WellyTails' Fortified Wild Ocean Fish Oil Omega-3 Blend Dog
Rx in a pump bottle
Labeling and Sustainability Key Features of Pet Toy Packaging
Illustration 3-46: West Paw Design's more eco-friendly toy packaging
Packaging for Bird, Fish, and Reptile Products
Illustration 3-47: Wildlife Sciences' Suet Plus Dough in candy bar style packaging
Illustration 3-48: APBreed's TDO Chroma Boost refrigerated fish feed in a spouted pouch
Illustration 3-49: Tetra Pond's Pond Sticks in a flat bottom resealable bag
Illustration 3-50: Zoo Med's Dragon Sand cage substrate with convenient carry handle
Other Packaging Innovations
Figure 3-15 Structure of a Typical Aseptic Carton
Illustration 3-51: Caru stews in aseptic cartons
Figure 3-16 Hill's Pet Nutrition patent for a soft-sided bag support strap
Pet Product Packaging Innovations Around the World
Illustration 3-52: South Africa retailer Spar's Private label Purr-fect cat food in a resealable gable carton
Illustration 3-53: New plastic tray package for wet/moist pet foods from RPC
Superfos

Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Pet Product Packaging Innovation: Consumer Perspectives
Web Address: http://www.researchandmarkets.com/reports/3498453/
Office Code: SC2GBN6I

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Product Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td></td>
<td>USD 3000</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td></td>
<td>USD 6000</td>
</tr>
</tbody>
</table>

* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof
First Name: ___________________________ Last Name: ___________________________
Email Address: * ___________________________
Job Title: ___________________________
Organisation: ___________________________
Address: ___________________________
City: ___________________________
Postal / Zip Code: ___________________________
Country: ___________________________
Phone Number: ___________________________
Fax Number: ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:

(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World