

How All Points Brands are Measuring up to Pet Food Trends in the U.S. Market



ALLPOINTS

Pet Industry Sales Solutions

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touch



“The pet industry is one that is captivating in it's complexity...”



The pet food industry is one that is captivating in it's complexity and it's propensity to make pet specialty retailers and manufacturers alike a lot of money.

As the pet industry has been on the rise, the pet food segment has captivated the imaginations of manufacturers who have come up with innovative ways to capture the attention, and ultimately, sales, of modern pet-owning consumers.



Chapter 1



The U.S. Pet Food Market

“The premiumization of pet food is a driving factor for major growth in pet food in the U.S. market.”



Just in pet specialty retail, **dollar sales have increased 29% from \$6.2B to \$8B in the last five years.** Average price per pound for pet food in this segment has increased 34% to \$2.40 and there are now a total of 559 pet food brands in the market, which is up 52% from 2011.

In the past year alone, **2,880 new items were launched** (GfK). These numbers are telling us that there is real opportunity in the pet food market, and it's not something to sniff at.

There are three major trends within pet specialty retail...

Channel migration

As e-commerce becomes more important to consumers, retailers are working to stay relevant.

Toy/Small breed dog food

Toy and small breed dogs are becoming more popular in the U.S., resulting in a growth rate of 73.5% since 2011.

Higher density/premium products

Freeze-dried and dehydrated products are on a steady incline. Pet foods with limited and natural ingredients are taking over the market.



Grain-Free

\$3.0B

+20.2% YOY

37% market share



Natural

\$5.6B

+7.6% YOY

70% market share



Lmtd. Ingredients

\$683M

+12.5% YOY

8.6% market share



Dehydrated

\$20M

+37.1% YOY



Frozen

\$97M

+26.9% YOY

1.2% market share



Freeze-Dried

\$61M

+45.5% YOY

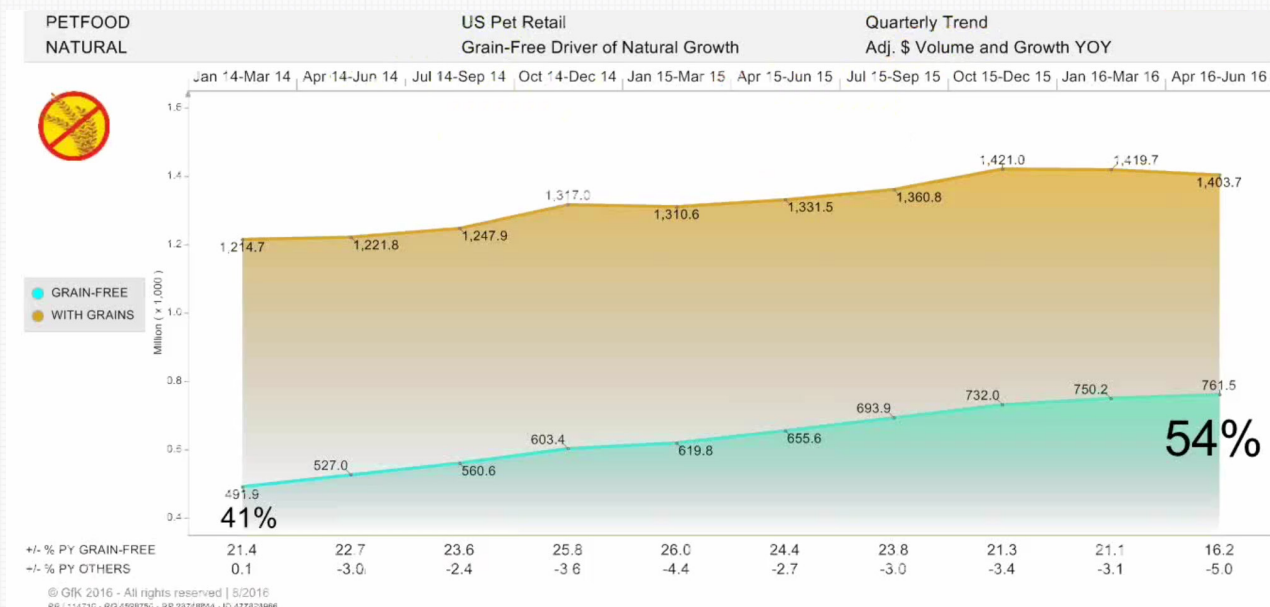
Chapter 2



Pet Food Trends vs. APM Brands

Natural Pet Foods

“...without grain-free, the natural category is declining”



Natural foods that are not grain-free are actually on a slight decline (2% quarter over quarter). However, natural pet foods that are grain-free are on a steady incline in sales and popularity. What we can take away from this is that **grain-free is the driver of natural growth within pet specialty retail.**

It may be worth noting that natural foods even with grains were also steadily increasing throughout all of 2015. It will be interesting to see whether natural foods with grain are only momentarily decreasing in sales, or whether it will be a long-term pet food trend.

Natural Pet Foods



Fruitables pet treats are free of Corn, Soy, Wheat, artificial colors, ingredients and preservatives. Made only with all-natural fruits and vegetables, sourced and manufactured in the USA.

[Click here to learn more](#)

Applaws dog and cat food is made from all-natural ingredients with "nothing added, nothing hidden." Everything is natural and premium including the highest quality cuts of meat.

[Click here to learn more](#)

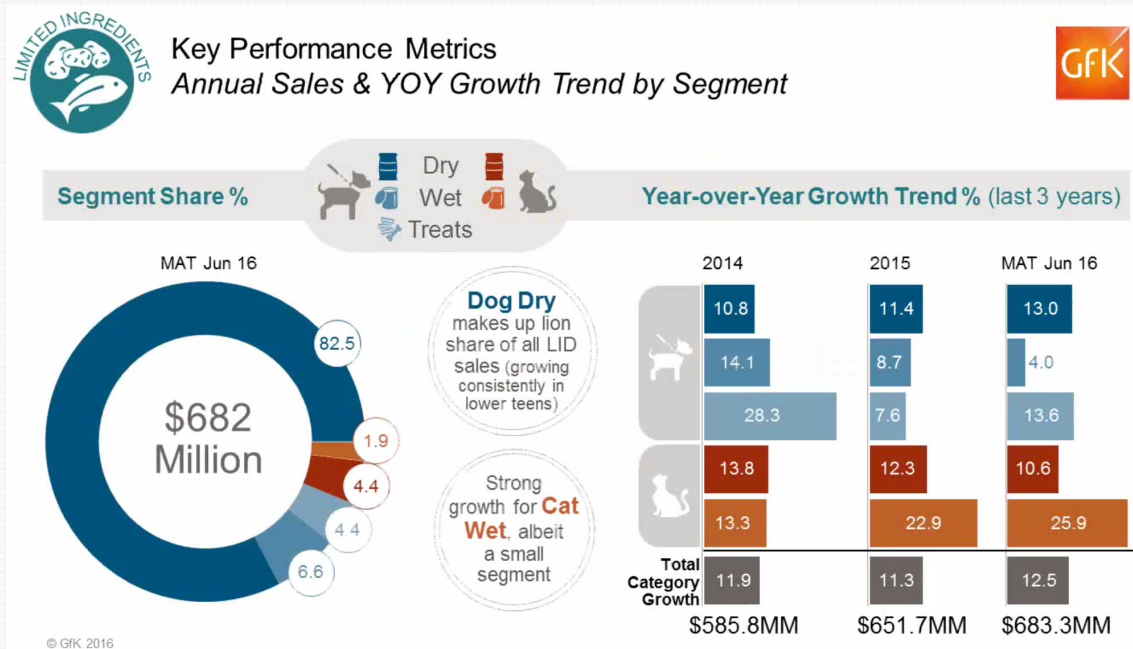


Supreme Petfoods' line of Science Selective small animal food is full of natural ingredients such as alfalfa and soya oil. None of their food contains added sugars which can lead to dental problems and pet obesity.

[Click here to learn more](#)

Limited Ingredients

“...full transparency with the consumer about what their pets' food is being made out of.”



Why limited ingredients in dog and cat food? The idea behind this category is as simple as the ingredients involved: full transparency with the consumer about what their pets' food is being made out of.

We recently wrote an article about limited ingredients. According to the article, the benefits of limited ingredients in pet food include an easy to understand ingredient panel, a boost in natural nutrition versus added ingredients, and an easy to customize diet for pets.

[Click here to read more about the benefits of limited ingredients](#)




Limited Ingredients

While all three brands (Applaws, Fruitables, and Supreme Petfoods) don't contain many ingredients or any additives and fillers, one APM brand in particular stands out in the limited ingredient category.



Applaws pet food never uses cheap and unnecessary additives to fill their dry food kibble. They promise to only use the finest cuts of meat and animal protein, and will only ever use the ingredients listed with nothing more and nothing hidden.

Read these ingredient panels and see for yourself:

-  **Tuna fillet, Fish Broth, Prawn Rice** (15% crude protein, 0.5% crude fat, 1% crude fiber, 82% crude moisture, 2.5% ash) - Applaws Cat Can
-  **Chicken, Chicken Broth** (18% crude protein, 0.3% crude fat, 1% crude fiber, 81% crude moisture, 1.5% ash) - Applaws Cat Pouch
-  **Chicken Breast, Chicken Broth, Pumpkin, Carrot, Green Pea, Beef Liver** (8% crude protein, 0.8% crude fat, 1% crude fiber, 88% moisture, 1% ash) - Applaws Dog Can

[Click here to learn more](#)

Meal Enhancers

“70% of pet parents add something, water, toppers, ect. to their dog or cat's food.”

Meal Enhancers Yearly Growth

Yearly dollar sales have grown rapidly, driven by total items nearly tripling since 2013.



66	102	130	164	Total Items
56	83	105	121	Dog
10	19	25	43	Cat

RG 4510350 – ID 471852884: Preserved – Freeze-Dried/Dehydrated, Wet – wet food topper (chunky/stew-like), Liquid – Soups, Purees
© GfK 2016

Fruitables has discovered that 70% of pet parents add something including water, toppers, ect. to their dog or cat's food. This research is directly reflected in the yearly growth chart which shows that meal enhancers have nearly tripled in sales in the last three years.

While many pet owners are adding preserved meal enhancers to their food, others are using wet food and liquids such as broth to make their pet's meal that much more tasty.

Meal Enhancers



One of Fruitables' newest product releases for 2016 includes Broth Bowls in three flavors: Chicken, Vegetable, and Beef. They found that not only were many pet parents were adding meal enhancers, but they were most likely to buy broth just from the grocery store. Broth from the grocery store is not pet safe, so Fruitables came up with a solution for pet owners.

[Click here to learn more](#)



Due to the nature of the product, much of Applaws wet food is actually most often fed as a meal enhancer for pets. Because it is not complete and balanced, it's the perfect addition to kibble or other complete wet foods to create a well-balanced diet. Adding Applaws to a cat or dog's meal will make them excited to get their nutrition every single day!

[Click here to learn more](#)

Want to learn more about how APM's brands match up with the latest trends in pet specialty retail?

Request an employee training session

If you carry any of our brands' products, you are eligible for a training session with one of our highly educated reps through a custom-designed webinar. The best part is that we aren't just going to talk on and on about how awesome the products are. Instead, we will give context on nutrition and pet care that is uniquely customized to solve your employee's current challenges.

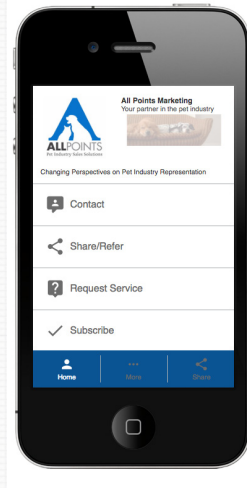
Request free training session

Request product samples

We have product samples that are available to any distributor rep or qualified retail account. If you're interested in any of our brand's products, request free samples to help make things easier.

Request product samples

Keep in contact with us.
We'd love to hear from you.



We have a new All Points Marketing app which is free to download (and doesn't take up any memory!). There's many benefits to this app including:

- 🐾 Quickly call, text, or email us directly from the app
- 🐾 Request service feature (samples, promotions, ect.)
- 🐾 Direct access to a list of our brands
- 🐾 Promotions, product information, and other useful documents
- 🐾 ...and much more!

Download free app

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Sources

GFK, Pet Food Industry. (Producer). (2016). *Pet Food Global Market Focus Series: Emerging pet food specialty retail trends to watch* [Video Webinar]. Retrieved from <http://video.petfoodindustry.com/u43D/pet-food-global-market-focus-series-emerging-pet-food-specialty-retail-trends-to-watch/>

Note: None of the statistical information provided is owned by All Points Marketing or their brands. All studies were conducted and presented by GFK through the Pet Food Industry webinar. We do not claim any statistical information that is present within this eBook.