

# Press release

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## American pets appear to be addicted to chicken; Spanish pets prefer variety

### GfK data reveals most popular pet food flavors across eight countries

**Nuremberg, May 09, 2016 – Despite being one of the biggest pet food markets in the world by value, America’s pet owners appear unimaginative in their choice of pet food flavors.**

GfK data on sales of dry food, wet food and treats for both dogs and cats reveals the most popular flavors across eight key countries, based on the value sold.

America’s dogs and cat, for example, appear to be totally addicted to chicken – at least, that is the most popular flavor that their owners are buying for them across all three categories. In a country that spent \$13 billion in the ‘pet specialty’ market in 2015, that accounts for a significant share of wallet.

Popular proteins by segment, 2015 – \$ share



Chicken is a popular flavor globally

Country/food type	Dog dry	Dog wet	Dog treats	Cat dry	Cat wet	Cat treats
United States	🐔	🐔	🐔	🐔	🐔	🐔
Great Britain	🐔	🐔	🐔	🐔	🐔	🐔
France	🐔	🐔	🐔	🐔	🐔	🐔
Spain	🐔	🐔	🐔	🐔	🐔	🐔
Czech Republic	🐔	🐔	🐔	🐔	🐔	🐔
Greece	🐔	🐔	🐔	🐔	🐔	🐔
South Africa	🐔	🐔	🐔	🐔	🐔	🐔
China	🐔	🐔	🐔	🐔	🐔	🐔

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Spain’s lucky four-legged friends, on the other hand, get far greater variety, with beef and fish flavors rivaling chicken for both wet food and treats.

France’s cats also do well, showing equal variety as Spain in the wet food and treats bought for them – although the ubiquitous chicken continues to dominate when it comes to selecting their cats’ dry food and their dogs’ wet and dry food.

The Czech Republic, Greece and China stand out in preferring beef flavor



above all others for their dogs' wet food.

Pushan Tagore, vice president of global marketing for pet care at GfK, comments, "The US generally sets a trend on what is popular in pet food, but here we see clearly how different the individual markets are around the globe. Clearly the US has scope to innovate further within this area, to bring more variety to the palates of our four-legged friends."

For more detail on GfK's pet market data, please contact Pushan Tagore at [Pushan.Tagore@gfk.com](mailto:Pushan.Tagore@gfk.com).

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