



Paws and Progress: Trends in the Pet Industry

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Meet the **Presenters**



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We empower the community to interact and transact with efficiency, transparency, and trust.

BRANDS

GOODLES



KraftHeinz

INVESTMENT & VC

INGREDIENT SUPPLIERS

RETAILERS

— ATLANTIC —
SEA FARMS

ZEAL
CREAMERY

+ MORE

THE LANGUAGE OF
CPG INTELLIGENCE

SPROUTS
FARMERS MARKET

GROCERYOUTLET
Bargain Market

Kroger

amazon



+ MORE

MISSION-ALIGNED PARTNERS



MEDIA & TECHNOLOGY



+ MORE

BROKERS & DISTRIBUTORS

How's Pet Doing in 2024?

As 2024 unfolds, we continue to see pet parents looking for necessities, while “add-ons” like hard goods and treats continue to struggle in the market.



+1.7%

Pet Food – Dog



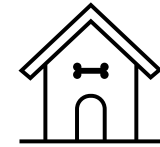
+0.5%

Pet Food – Cat



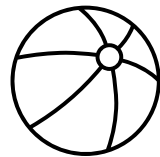
+3.9%

Pet Litter & Bedding



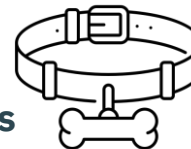
-16.0%

Pet Toys



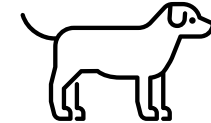
-16.6%

**Pet Collars & Harnesses
& Leashes**



-4.2%

Pet Treats – Dog



YTD \$ % Change Vs. YAGO

Tail-Wagging Trends

Functional pet foods, supplements, and better for your pet treats formulated with specific ingredients like probiotics, omega-3 fatty acids, and joint support additives are continuing to drive market growth as pet owners prioritize preventive care and holistic approaches.

Growing Functional Ingredients in Pet

Probiotics



+34%

DHA Products



+2%

Collagen



+94%

Ashwagandha



+53%

*% Represents Unit Sales Growth

GIVE PET PREMIUM DOG TREATS



1. You buy a bag of our grain-free, healthy, premium treats for your best friend



2. For every bag sold, we donate enough treats for at least ten shelter dogs



3. When those dogs get adopted, we encourage their humans to choose GivePet



4. Our goal is to give millions of shelter dogs a little lovin'. And it all starts with you.

SHARE INFINITE LOVE

Whether they've found their forever home or not, every dog deserves to feel special. That's why, when you buy a bag of our premium treats, we donate the very same goodness to shelters near you.

Exploring Pet Trends at Expo West 2024

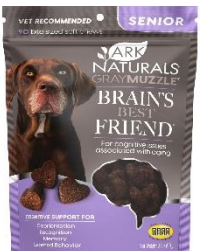


Functional Treats

RAW FARM



Gut Health Toppers



Cognitive Health



In 2017, PATCH launched non-toxic, sustainable, bamboo bandages, friendly both to humans & the planet.

PATCH debuted Pet Care bandages & tools for mid-2024 at West, expanding their sustainable wellness range.



PATCH Pet First-Aid Kit Inventory

- Eco Disposable Glove
100% biodegradable & compostable
- PATCH Bamboo Cleaning Buds x 30
Cotton Buds with Bamboo Stem
- PATCH Pet Gauze Pads ~ 75 x 75cm
8 Ply Cotton
- PATCH Pet Cohesive Bandages
2cm & 5cm widths, 95% Cotton, 5% Spandex
- PATCH Pet Scissors & Tweezers
with safety pouch
- PATCH Pet Tick Remover
Chainless Steel

Glowing Coats, Strong Bonds

There's nothing better than keeping a shiny coat to go along with that bright smile. Ensuring our pets maintain optimal joint and skin/coat health is crucial for their overall well-being and comfort. Glucosamine, Collagen, MSM, and omega-3 fatty acids can support them in their journey.

Trending Health Focus'

Glucosamine



+7%

Collagen



+50%

Ear Care



+68%

Skin & Coat



+4%

*% Represents Unit Sales Growth

BAUSCH+LOMB

See better. Live better.



**PROJECT
WATSON™**

FOR DOGS

A trusted brand in human vitamins & supplements, Bausch + Lomb specializes in eye care products. Project Watson products are designed to support dogs' eyes, ears, and overall well-being through premium and naturally inspired ingredients. Additionally, they are packaged in recyclable containers, reflecting a commitment to sustainability.



Nourishing Pets Inside Out: Whole Body Health



Glucosamine/Chondroitin

ICELANDIC+



Collagen



Methylsulfonylmethane



Fish Oil Concentrate

Why calming treats for Pets?

A variety of things can trigger a pet's anxiety, but supplements with calming properties tend to work best when the anxiety is predictable, things like thunderstorms, fireworks, or an owner's typical departure from the house. These supplements intend to reduce the impact of a pet's fight, flight, or freeze response.



Skout's Honor offers a unique way to get our pet's the probiotics they need through their shampoos, conditioners, and deodorizers. Skout's Honor also provides a day's worth of food to an animal in need with every product sold

Top Of Mind Benefits Pet Parents Are Searching For:

- Calming Properties
- Improved Immunity
- Digestive Health
- Anti-Inflammatory
- Joint Health
- Mood Support
- Skin & Coat Health



Beyond Companionship: Continued Pet Humanization



Because it's **Better**



Chamomile



Probiotics

kradle
Lose the Stress. Love Your Pet.



Ashwagandha

Nootie

Solutions for Pets. Trusted by Vets.



Theanine

Appaws for Newness

In the ever-evolving world of pet care, innovation isn't just a luxury; it's a necessity. New item innovation in the pet industry drives progress, addressing the changing needs and preferences of both pets and their owners. Whether it's advanced nutrition, interactive toys, or eco-friendly accessories, these innovations enhance the well-being, health, and happiness of our beloved companions.



Emerging Categories



Pet Care and Wellness

+52 Items



+275 Items

Pet Food



Pet Treats

+149 Items



Earth Animal's purpose is simple: make the highest quality pet products, always consider our environmental impact, and do it all another way. In the past 24 weeks, the brand has introduced 9 new treat SKUs with flavors like 'strawberries and cream' and 'bacon cheeseburger'.

Paws-itive Innovations: What's New In Pet?

go!
SOLUTIONS™
by petcurean



Pet Food



Wellness

BOCCE'S



Treats

TRADE BARK
TALL TAILS®



Toys

Ingredient Quality

Cat parents value ingredient quality over price when it comes to their food type. As cat ownership continues to rise, a recent Cargill survey found nearly 75% of cat parents look for their cat's food to help address specific health challenges.

Only 40% reported being satisfied with the current offerings on the market – fueling growth opportunities for pet product makers.



TikTok The Paw-garita

What You'll Need:

Greek Yogurt

Applesauce

Bone Broth

Your Pup's Favorite

Treats/Kibble

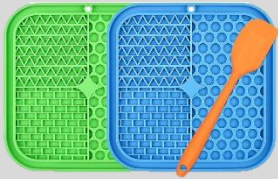
A Blender

Margarita Glass

Add all the ingredients (minus the treats/kibble) to a blender then blend it all together until a smooth consistency. Next, you'll prepare the glass by dipping it in yogurt or applesauce. After that, roll the glass in crumbled dog treats or kibble. Finally, add the pawgarita to the glass and bone appétit!



Paws and Reflect: Trending Topics In The Pet Industry



Lick Mats



Slow Feeders



Rosemary Extract



Tracking Collars



Thank you!

For more information contact us at
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