



**SPINS**<sup>®</sup>



# 2022 SPINS Pet Recap + 2023 Pet Trend Predictions



Presented By:

Rahul Roy  
Sr. Retail Insights Manager

Kyle Mener  
Sr. Retail Account Manager



# 2022 SPINS Pet Recap



# Pet Parents were Focused on **Essential Needs** in 2022



SPINS Pet Channel saw substantial **decreases in hardline goods**, with **consumables a continued focus**.

**-3.4%**

Pet Care & Wellness

**+9.7%**

Pet Food

**-8.0%**

Pet Habitat, Travel,  
Supplies

**-4.2%**

Pet Toys, Collars,  
Apparel

**+1.9%**

Pet Treats

**-2.4%**

Pet Waste  
Management

# Conventional and Specialty Brands Had **Strong Growth** in 2022

Natural & Specialty Wellness brands in the channel together make up **87.7% of total sales in consumables.**



# Category **Growth** Driven Primarily Through **Dog Food**



**Dog Food** holds a **78.9% \$ Share** with Cat Food holding 18.2% \$ Share in the Category.



Pet Food \$ Growth YoY: **+9.7%**

**+9.8%**

Dog Food

**+10.4%**

Cat Food

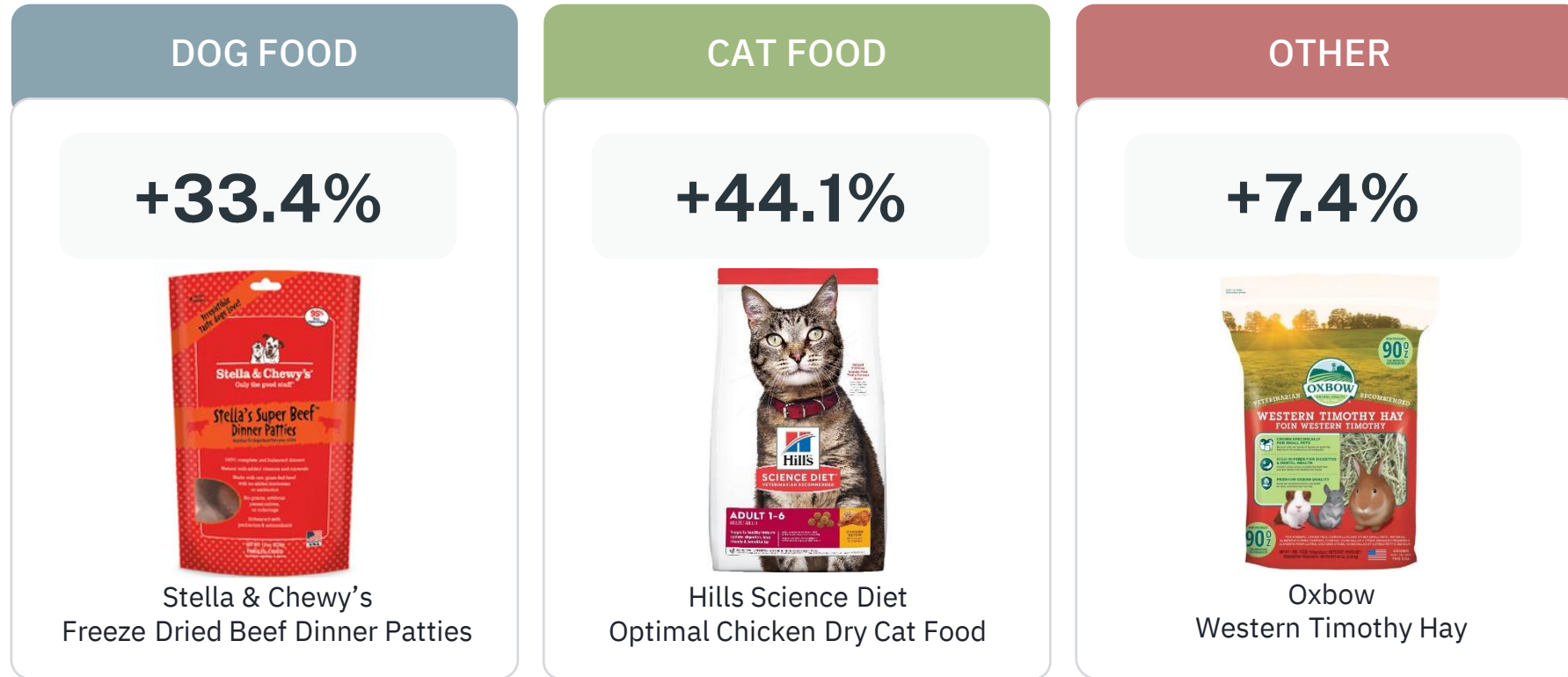
**+2.7%**

Pet Food Other



# Pet Food Growth Driven By Diet and Nutrition Retention

Pet owners are searching for food that adhere to specific diet types and retain vitamins and minerals.



# Pet Treats Continue Growth Through Alternative Base Ingredients

Pet Treats growth spiked from 2020 to end of 2021, **slightly leveling off in 2022.**

Pet Treats \$ Growth YoY: **+1.9%**

**+3.5%**

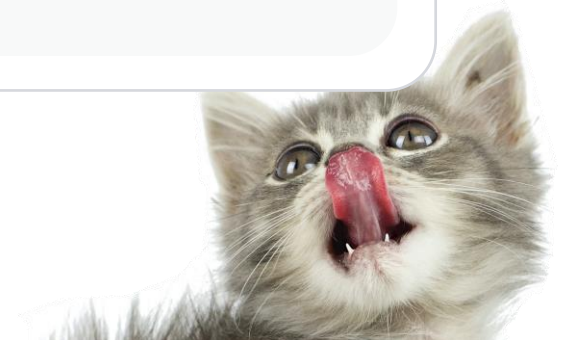
Dog Treats

**+6.6%**

Cat Treats

**-0.3%**

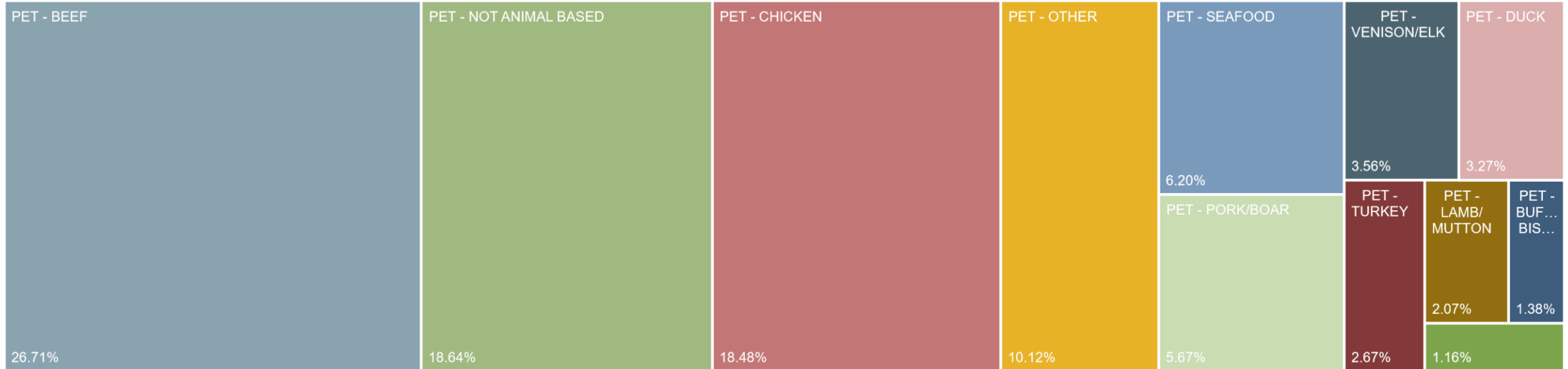
Rawhides and Chews



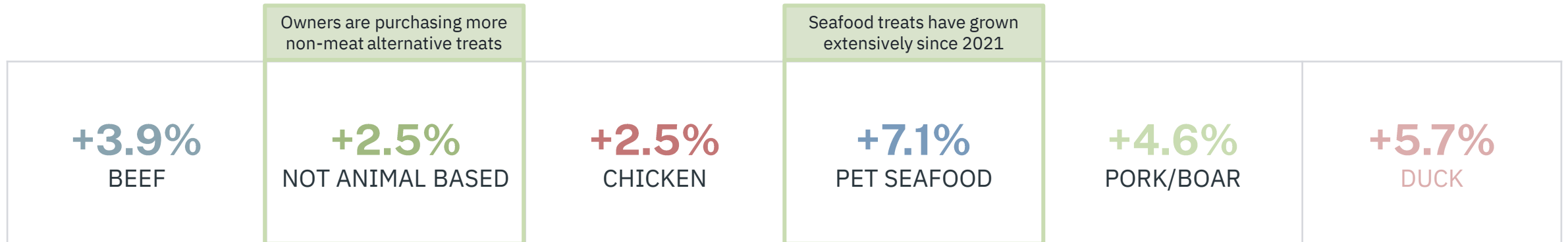
# Growth in Alternatives to Beef and Chicken in Pet Treats



Pet Treat Ingredient Base by Dollar Share



## WHAT TO KNOW...



Owners are purchasing more non-meat alternative treats

Seafood treats have grown extensively since 2021



# Premium Ingredients in Pet Treats for Our Furry Friends

Pet parents are looking for **Holistic Ingredients** with **Nutritional Benefits** in pet treats.

## Not-Animal Based Treats



**Lord Jameson  
Blueberry Bliss Dog Treats**

- **Superfood based** treat made with blueberries, dates, and oats.
- Certified organic, gluten-free, non-GMO, no preservatives, vegan, and small batch.

## Seafood Based Treats



**Icelandic+  
Hand Wrapped Cod Skin Treats**

- **Single ingredient, sustainably fished, air-dried** treats.
- Full of omega-3 fatty acids for healthy skin + coat.
- 100% Natural, no preservatives.

## Duck Based Treats



**Vital Essentials  
Freeze-Dried Duck Liver Cat Treats**

- Single ingredient, only duck liver.
- **No artificial fillers, additives or preservatives.**
- Freeze-dried to retain all its nutrients
- Grain-free and no flavoring added.

# Fresh Alternatives are Increasing in Popularity in the Industry



New alternatives to dry kibble and treats include **Frozen & Refrigerated** along with **Freeze-Dried** forms.



**+7.1% Growth vs YAGO**  
 Pet parents are looking for new forms of food and treats to the usual dry kibble and treats.

SPINS PET CONSUMABLE FORMS		
	DOL\$ SHARE	DOL % CHG
STORAGE TYPE		
SHELF STABLE	93.3%	+7.9%
FROZEN	6.4%	+2.9%
REFRIGERATED	0.3%	+41.7%
FORM		
DRY	64.3%	+10.1%
WET	18.7%	+6.9%
SOFT & CHEWY	8.2%	+2.6%
FREEZE DRIED	6.0%	+14.3%
DEHYDRATED	1.8%	-6.5%
LIQUID/PASTE	1.0%	+18.9%

\*Coded products only, does not include un-coded products

# From 2021 on, **Freeze-Dried Food** Has Emerged as a Staple

**Raw (Freeze Dried)** pet food includes **Vitamins & Minerals** that would otherwise be burned off in the extrusion process.

Raw Positioned \$ Growth YoY: **+3.1%**

Northwest Naturals  
Lamb Recipe Dog Food



Open Farm  
Freeze Dried Raw  
Lamb Recipe



# Simple Ingredients + Minimal Processing = Happy Healthy Pets

Pet Parents are looking for treats that are **Single Ingredient** with **Minimal Processing** for their pets.

## DOG TREATS

+46.1%



Life Essentials  
Freeze Dried Chicken

## CAT TREATS

+4,323.6%



Kiwi Kitchens  
Freeze Dried Salmon Treats

## RAWHIDES & CHEWS

+31.6%



Barkworthies  
Peanut Butter Beef Cheeks

# Pet Wellness Continues to be a **Driving Force** in the Pet Industry

**Mirroring their own** health and wellness needs, owners are **purchasing more Vitamins & Supplements**, further blurring the line between humans and pets.

Pet Care & Wellness \$ Growth YoY: -3.4%

**+2.3%**

Grooming & Bathing

**+0.7%**

Vitamins & Supplements

**-14.7%**

Flea, Tick, & Insect Control



# Functional Ingredients Driving Purchase Decisions



Further blurring the line between humans and pets, **antioxidant and immunity, gut health, anti-inflammatory, and skin and coat health** continue to report growth.

## ANTIOXIDANT, IMMUNITY, TOTAL HEALTH

**+3.1%**

MULTIPLE VITAMIN - ADULT

**+14.3%**

THIAMINE (VITAMIN B1)

**+17.3%**

CRANBERRY SUPPLEMENTS

## GUT HEALTH

**+0.8%**

DIGESTIVE ENZYMES -  
OTHER

**+4.8%**

PUMPKIN

**+20.1%**

PROBIOTIC SUPPLEMENT

## ANTI-INFLAMMATORY

**-7.7%**

GLUCOSAMINE  
CHONDROITIN COMBO

**+23.1%**

HEMP SEEDS & DERIVATIVES

**-7.7%**

CANNABIDIOL (CBD)

## SKIN & COAT HEALTH

**+1.4%**

FLAX SEED AND/OR OIL

**+92.8%**

COLLAGEN PRODUCTS

**+3.5%**

FISH OIL CONCENTRATE

# Pet Parents Seeking **Functional Ingredients** in Treats and Wellness

Owners are looking for more **functional based products** for their pets to help with **immunity, anxiety, coat health, and digestion.**

## CRANBERRY

**+41.4%**



NaturVet  
Cranberry Relief

## HEMP SEEDS & DERIVATIVES

**+15.1%**



Green Coast Pet  
Peanut Butter Hemp Chews

## COLLAGEN

**+235.0%**



Barkworthies  
Beef Cheek

## PROBIOTIC

**+45.6%**



The Honest Kitchen  
Goat's Milk N' Cookies

\* % Represents Dollar % Change YoY (vs same time LY)



# 2023 SPINS Pet Trend Predictions





# Look for These Trends to Accelerate Growth in the Pet Industry

## Humanization



### Pet Parents Continue to Align their lives to their Pets

- **Pet Travel Services** have been on the rise and are expected to reach 1.3 billion by 2031. (1)
- As Pet Health Care costs continue to rise, **Pet Insurance** has continued to grow. (2)

## Sustainability



### Alternative Proteins Continue to Gain Traction

- **Regenerative Agriculture** making a push into pet.
- New and unique protein sources like **seaweed, mussels, and lionfish** enter the pet consumables space. (3)

## Toys for Mental Stimulation



### Continued Growth in Toys that Stimulate our Pets' Minds

- Many **canine behavior problems** can be caused by boredom or lack of mental stimulation.
- Mental stimulation can help our older dogs stay **mentally healthy**. (4)

## Freeze Dried Foods



### Continued Push to Maximize our Pet's Nutrition

- A minimally processed way to **preserve** as many of the raw nutritional ingredients as possible.
- Ensure the brand is meeting **handling** standards. (5)

Sources:

1. <https://www.prnewswire.com/news-releases/pet-travel-services-market-to-reach-1-3-billion-globally-by-2031-at-5-4-cagr-allied-market-research-301730720.html>
2. <https://www.petfoodprocessing.net/articles/16524-humanization-premiumization-drives-petflation>
3. <https://www.petfoodindustry.com/articles/11912-human-cuisine-trends-with-pet-food-potential-in-2023>
4. <https://animalwellnessmagazine.com/mental-enrichment-dog/#:~:text=Incorporating%20mental%20enrichment%20into%20your,better%20for%20both%20of%20you!>
5. <https://www.wellnesspetfood.com/blog/freeze-dried-dog-food-good#~:text=Freeze%2Ddrying%20preserves%20more%20of,nutrition%20that%20is%20naturally%20present.>

# Trends Losing Steam in the Pet Industry



## CBD



### CBD Trending Down Heading into 2023

- Over the last few years, CBD in pets has been growing rapidly, but saw a major decrease in 2022.
- Due to rising **regulations** and fear over our **pet's safety**, owners are weary heading in to 2023. (1)

## Dry Kibble



### Pet Parents Turn to Alternative Forms from Dry Kibble

- While dry kibble continues to have a large share of the market (64.3%), increasing options and **unique proteins** are causing consumers to shift to more **fresh** options.

## Grain-Free vs Grain-In



### The FDA Will No Longer Release Updates on DCM

- **Dilated cardiomyopathy (DCM)** was a major concern for pet parents.
- FDA continues to look for **meaningful information** linking the two to provide a definitive answer. (3)

Sources:

- 1) <https://www.petfoodindustry.com/articles/10892-decade-long-fresh-raw-pet-food-sales-growth-trend>
- 2) <https://www.petfoodindustry.com/blogs/7-adventures-in-pet-food/post/10859-wet-pet-food-continues-ascent-especially-for-cats#:~:text=Wet%20cat%20foods%20and%20treats%20on%20the%20march&text=In%20a%20period%20spanning%202020,44%25%20in%202020%2D21>
- 3) <https://www.fda.gov/animal-veterinary/outbreaks-and-advisories/fda-investigation-potential-link-between-certain-diets-and-canine-dilated-cardiomyopathy>



**SPINS**<sup>®</sup>



**Please Contact SPINS With  
Any Questions:  
[kmener@spins.com](mailto:kmener@spins.com)**



# Sources

