



Paws for thought

The number of dog and cat owners in the UK is at an all-time high, so maximise on this with a strong pet care range

People adore their pets and only want the best for them. As an independent retailer, you can capitalise on this with a powerful range of bestselling products for cats and dogs.

The most in-demand types of pet food are currently premium wet cat food, dog pouch, wet cat single-serve and advanced nutrition dry cat food. Cat and dog food is worth £295m¹ more than last year, making it an important category with sales of more than £154m² in symbols and independents. Having the core range available is crucial to drive sales.

Premium wet cat food continues to drive momentum within symbols and independents with an uplift of +37.8% YOY³. Ensure steady availability of key brands, such as Gourmet and Sheba.

With dog pouch seeing YOY growth

of +42.6%, retailers should stock up on key lines such as Winalot Pouch. Winalot is the number-one dog pouch brand, growing £22.7m YOY, with Winalot Pouch achieving more than £52m of sales (growing 76.6%)².


Pet owners value the potential health benefits of their pets' food. Advanced nutrition dry cat food, such as Purina One 600g PMP, grew +70.5%³ in symbols and independents YOY and adding it to your fixture can help bring in new shoppers.

Wet cat single-serve tops the segment's sales in the market for value sales. Felix Pouch features in 7 out of the top 10 single-serve lines in symbols and independents², so this needs to be the focus on shelf.

Brand loyalty

Be prepared with the brands that customers will expect to find in store as more than half (56%) of pet food shoppers plan exactly what they are going to buy before they get to store⁴. A huge 88% of pet food sales in symbols and



[Click to read the Plan for Profit Focus On Pet Care guide](#) 



DENTASTIX™

ORAL CARE

SCIENTIFICALLY PROVEN to reduce tartar build-up by up to 80%

NO ADDED SUGAR
NO ARTIFICIAL COLOURS
OR FLAVOURS



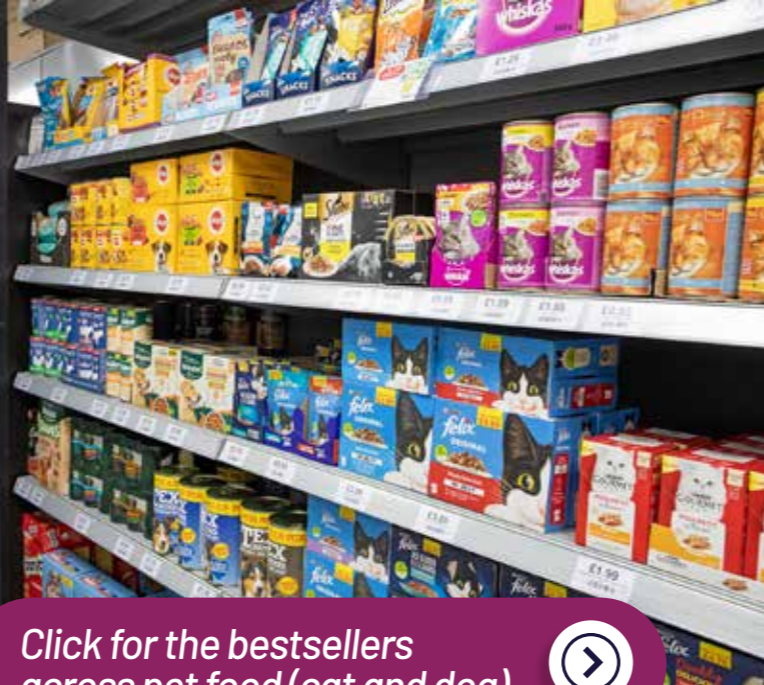
¹Circana, Market Advantage, All Outlets Petfood UK, Value Sales, 52 w/e 06.05.23;


²Circana, Market Advantage, Symbols & Independents, Petfood UK, Value Sales, 52 w/e 06.05.23;

³Circana, Market Advantage, Symbols & Independents, Petfood UK, Value Sales, 52 w/e 29.04.23;

⁴IGD Pet Food Category Benchmark research 2021)

NEXT PAGE 



Click for the bestsellers across pet food (cat and dog) 

Top tips from Purina

STOCK THE BEST CORE RANGE

Branded bestsellers drive sales as shoppers seek these out time and time again. Make sure you stock products in all the main pet food segments.

HELP THE SHOPPER

To help shoppers find what they want quickly, group the different pet food segments together. Aid standout and navigation with clear brand blocking in the different segments.

MEET THE NEEDS OF PET OWNERS

Offer breadth to give shoppers choice. Pet parents feed their furry friends different types of food, such as wet, dry and treats.

PRICE-MARKED PACKS

Convenience shoppers want reassurance of clear visible price points. Stock up on the pet food ranges that are available in a PMP format.

independents are branded, and 3 out of the top 5 selling pet brands are by Nestlé Purina².

Merchandising the bestsellers, such as Whiskas Adult, Purina Bakers Adult and Pedigree Jumbone, will ensure you capitalise on sales within the pet food category. A display in an area of high footfall will guarantee customers see your range and will encourage impulse sales.

Treating

Treats have become increasingly important in the pet food offering, leading to sales increasing more than £3.1m in symbols and independents versus previous years⁵, so merchandise a broad selection. If you have space, add a selection of toys, cat litter and trays, and accessories such as collars and leads to your range to become a one-stop shop for pet owners.

Did you know?

Pet owners are multi-feeding and buying across different subcategories: 50% of dog owners feed both wet and dry food and this increases to 65% for cat owners, meaning retailers should stock different subcategories.

(Source: Kantar, Total Stores, Pet Care 52 weeks 19.02.23)



(Sources: ²Circana, Market Advantage, Symbols & Independents, Petfood UK, Value Sales, 52 w/e 06.05.23; ⁵IRI Market Advantage, IRI symbols and independents, value sales 52 w/e 18.03.23)

PURINA

felix

The NO.1

Pet Food Brand...



“Our fussy cat will only eat Felix®”

Billy, Cumbria



Choose great taste every day

felix
IT'S GREAT TO BE A CAT!

*Circana, Market Advantage, All Outlets Petfood UK, Value Sales, 52 w/e 20th May 2023. ©Reg. Trademark of Société des Produits Nestlé S.A.

PURINA

Your Pet, Our Passion.