



Euromonitor
International

Holistic Wellness in Pet Care: Creating Value Through Broader Need States

February 2024

INTRODUCTION

Introduction

Key takeaways

Exploring broader need states in pets

A growing focus on pet wellbeing

Addressing health through need states

Getting into the what and why of need states in pets

Broader pet need state territories

Summary

PHYSICAL AND PHYSIOLOGICAL WELLBEING REMAINS A CORE HEALTH NEED

Functionality through food

Pet food players adopt health and wellness positioning

Treating not just for indulgence but for function

Functional benefits make their way into dog and cat treats

Preventative approach to managing health drives demand for pet dietary supplements

Appeal of pet healthcare draws in players

Summary

BURGEONING EMOTIONAL AND MENTAL HEALTH SPACES

Need to manage emotional and mental wellbeing in pets

Humanisation trend expands through self awareness

Ingredient familiarity aids ease of integration into diet

A contentious ingredient but an emerging territory nevertheless

Enrichment, play and stimulation to engage the senses

Treating to train*

Innovation opportunities in training treats range from ingredients to occasions

Summary

TECH AS AN ENABLER IN PET HEALTH

Role of technology in pet health

AI-driven pet wearable tech facilitates preventative pet healthcare

Summary

CONCLUSION

Key takeaways

Evolution of need states in pet health

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/holistic-wellness-in-pet-care-creating-value-through-broader-need-states/report.