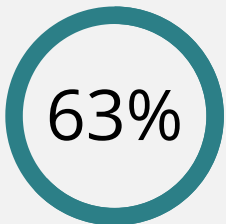


Pet Food

This quarter, we'll explore the current state of the pet food market. The pet food industry continues to grow, driven by passionate pet owners seeking high-quality, nutritious options for their furry companions. As consumer expectations rise, so do the demands for innovative and sustainable packaging solutions that protect product freshness and communicate brand values.



U.S. Households Own a Pet¹

Forces Behind the Trends:

- Pet owners are increasingly interested in pet foods that feature added attributes beyond basic nutrition — human-grade, non-GMO, sustainable packaging, containing superfood ingredients and more.¹
- Millennials are the largest age group of pet owners followed by Gen Z. Generally, younger pet owners are more likely to purchase pet supplies online. In 2024, 52% of Millennials purchased pet products online.¹

Top Pet Food Manufacturers in the U.S.²

- Nestlé Purina
- Mars Petcare
- JM Smucker



Packaging trends & influences within this segment:

- In July 2023, the Association of American Feed Control Officials (AAFCO) approved new labeling guidelines for dog and cat foods. These new regulations aim to make pet food labels more closely resemble those on human foods.
- Fresh and frozen pet foods require unique packaging and their increasing popularity is driving change in both brick-and-mortar and e-commerce channels.
- The pet food industry continues to focus on developing eco-friendly packaging options to minimize environmental impact and meet consumer demands for recyclable materials.

Sources: ¹American Pet Products Association; ²Hepper.com