

PET FOOD TRENDS

PET HUMANIZATION CONTINUES



Pet parents look for **QUALITY INGREDIENTS**



in pet food & treats

EMOTIONAL INVOLVEMENT



in brands

GENERATIONAL IMPACT



37.1% own dogs

32.4% own cats

BABY BOOMERS

... and empty nesters



Drive sales of **premium** pet food

High disposable income

MILLENNIALS



Spend on **upscale products**

Pets (temporarily) stand in for kids

Active on social media

Low brand loyalty

WET & PREMIUM FOOD

MAJOR DRIVERS

Natural and **grain-free** claims

Raw food diet

GROWTH

10% premium wet cat food

7% wet dog food

6% dog treats

6% therapeutic food



HEALTH & CLEAN LABELS



16.7% increase in **organic** and **natural** pet food

growth in therapeutic, breed, and age specific food



Consumers look for **minimal processing**

INTERNET SALES

BY 2020

grocery stores declining from **22.2% to 20.5%**

internet sales will reach **4.6%**

market entry will be **easier** without large investments

SOCIAL MEDIA makes it easier to buy and to build brand awareness



Converting Vision into Value™

www.printpack.com/pet

PRINTPACK TOOL KIT



QuadSeal

Offers consumer convenience with several reclose options

Reseal-it®

A variety of label sizes and shapes to fit your package

Matte Finish

Increase shelf lift with enhanced graphics

Digital Printing

Print what you want, when you want, how you want

Flat Bottom

Provides stability when the package sits upright on the shelf



ECONOMIC dry food



treats



PREMIUM dry food



PREMIUM wet food

| | ECONOMIC dry food | treats | PREMIUM dry food | PREMIUM wet food |
|------------------|-------------------|--------|------------------|------------------|
| Matte | ✓ | ✓ | ✓ | |
| Flat bottom | | ✓ | ✓ | |
| Quadseal | ✓ | | ✓ | |
| Clear barrier | ✓ | ✓ | | ✓ |
| Soft touch | | ✓ | ✓ | |
| Lam WPP | ✓ | | | |
| ReSeal-it® | | ✓ | ✓ | |
| Sustainability | ✓ | ✓ | ✓ | ✓ |
| Shelf stable | | | | ✓ |
| Digital printing | | ✓ | ✓ | |