INDUSTRY TRENDS

Pet Care

RISING STAR TRENDS *(RAPID GROWTH)*

1 FRESH/REFRIGERATED + GENTLY COOKED DOG FOOD

Minimally processed, fridge-stored pet foods with visible, **high-quality ingredients** that offer better digestibility and health outcomes; important as consumers demand **human-grade, outcome-driven nutrition and transparency.**





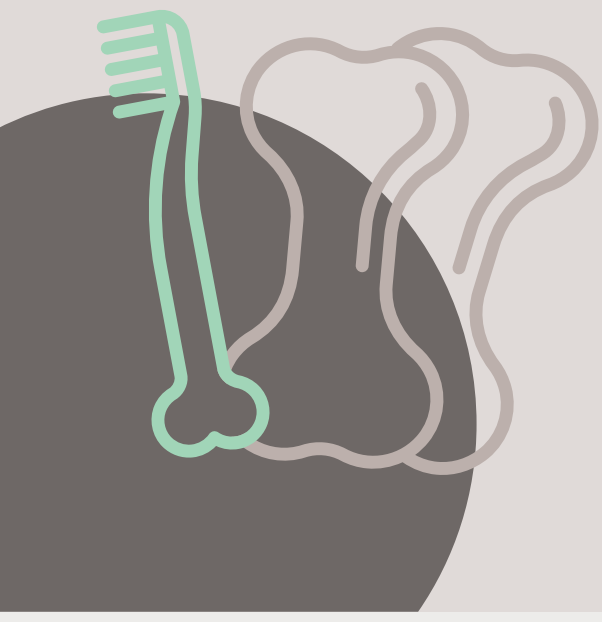
2 FREEZE-DRIED + AIR-DRIED RAW FOODS + TOPPERS

Shelf-stable, minimally processed foods that retain nutrients and offer high protein and palatability with convenience; critical for meeting premium, **health-focused** consumer expectations without the mess or risk of traditional raw.

3 FUNCTIONAL SUPPLEMENTS (CALMING, JOINT, PROBIOTIC/SKIN)

Targeted, science-backed supplements addressing specific health needs like **anxiety, mobility, or skin health**; vital as pet owners seek preventative, measurable health benefits and alternatives to **rising vet costs.**





4 AT-HOME ORAL CARE (DENTAL TREATS, WATER ADDITIVES, GELS)

Easy-to-use products for **daily dental hygiene** that reduce tartar and vet dental bills; essential as owners prioritize preventative care and measurable outcomes in routine **pet wellness.**

5 PET INSURANCE + RETAIL-LINKED HEALTH PLANS

Subscription-based insurance and care plans integrated with retail and tele-vet services, helping owners budget and access **comprehensive, preventative care;** increasingly important as pet health costs rise and consumers seek bundled, **seamless solutions.**



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