

Petcare

Butcher's™ NOURISHING FOOD FOR DOGS

#1 Main Meal Dog Brand*

DEVELOPED BY
NUTRITIONISTS
VET RECOMMENDED



NATURAL HEALTH SUPPORT

*Source: NielsenIQ Homescan Service Data - Total Outlets - Pet Dog Food (Client Defined) - 52 WE 25.01.25

Harnessing collective strength

DETAILS

Inspired Pet Nutrition
The Airfield
Dalton
North Yorkshire YO7 5HE
t: 01845 576 222

KEY CONTACTS

Fiona Fox
Chief Commercial Officer
Phil Cotterill
Head of Category
and Insight
Sascha Macchi
Head of Marketing

KEY BRANDS

Butcher's
Harringtons
Wagg
Blink!

2024 has been an exciting year for IPN, marked by the proud moment of welcoming the Butcher's Pet Care portfolio into the family following a significant acquisition, says Fiona Fox, chief commercial officer. "Both Butcher's and Harringtons have been on remarkable journeys, shaking up the dog food category as challenger brands and rising to leadership positions – now proudly holding the titles of the No.1 wet dog food brand and the No.1 dry dog food brand¹," she says. "Their growth has been driven by a commitment to natural, nourishing nutrition and a relentless focus on meeting the evolving needs of pet owners.

"While both brands have achieved incredible success individually, the combined business is greater than the sum of its parts. Together, we've created a business with the scale, expertise, and capability to unlock new opportunities for growth. By bringing together complementary strengths in brand leadership, innovation, and shopper insight, we're not just adding value – we're multiplying it. Having successfully challenged the status quo in dog food, we're bringing that same disruptive energy to the cat category with Blink! and Harringtons Cat, setting the stage for the next wave of growth."

Redefining mixed feeding

With the No.1 wet and No.1 dry dog food brands under one roof, IPN has a unique opportunity to drive the next wave of mixed feeding, notes head of marketing Sascha Macchi. "This isn't just about combining wet and dry food – it's about reshaping shopper perceptions of balanced, naturally nourishing diets that support lifelong health," she



“We’ve created a business with the scale, expertise and capability to unlock new opportunities for growth. By bringing together strengths in brand leadership, innovation and insight, we’re not just adding value – we’re multiplying it”

says. "There's a huge opportunity to unlock incremental category growth, encouraging more pet owners to adopt mixed feeding in their daily routines.

"Alongside this, we're maximising both mental and physical availability: keeping our brands top of mind for pet owners through targeted campaigns and ensuring products are easy to find and buy in-store," she adds. "Through this, we aim to help retailers drive higher basket values, boost loyalty, and support long-term category growth."

The future of petcare: lifelong health

The UK dog population's changing demographic, with an influx of new dog owners during Covid-19, created a cohort effect, with a surge of puppies now maturing into adulthood," says Phil Cotterill, head of category & insight at IPN. "While the total UK population is expected to remain stable, the average age will rise significantly in the years ahead, driving increased demand for preventive and curative health solutions to support their changing needs. Food is often the first choice for owners looking to support their pet's wellbeing, highlighting the need for products that go beyond outdated 'senior' labels and focus on lifelong health.

"To meet these evolving needs, we've developed a clear category vision to help owners make better choices today for healthier, happier dogs tomorrow."



Source
¹ NielsenIQ, Homescan Service Data, Total Outlets – Pet Dog Food (Client Defined), 52 w/e 25.01.25



HARRINGTONS[®]
THE NATURAL CHOICE

**#1 DRY DOG
FOOD BRAND***



**1 in 5 Owners
Buy Harringtons***

*NielsenIQ Homescan Service Data - Total Outlets -Pet Dog Food (Client Defined) - 12 WE 28.12.24

Analysis

Given paws for thought

Two paws back, one paw forward is the theme of the pet category over the past year

➔ The traditionally resilient pet food category has taken a knock in the past year, as performances have not held up as stoically as in previous years. While pet owners are still devoted to their pet companions, the financially straitened environment in the UK has prompted them to look at different ways to curtail pet food spending or create a balance between outlay on pet food and creating home-cooked meals that they can extend to pets.

That said, owners are still keen to feed their pets with the most natural diet possible, so there is a clear shift towards personalisation of nutrition aligned with a pet's age and lifestyle, particularly in the dogs and cats arena.

However, for multiple retailers and convenience stores, the challenge of competing with numerous pet food retail and online specialists means it's a

fragmented market in which to operate and they increasingly need to play a clever hand to win over the attention of pet owners, revitalising their offer to keep pace with these latest consumer demands and arrive at a healthy balance between nutritional and good value. So, while it has been a difficult 12 months for the petcare sector, the market is beginning to see signs of a gradual upturn.

The cost-of-living crisis has impacted the category more deeply than many anticipated, reshaping consumer priorities, says Inspired Pet Nutrition (IPN) head of marketing Sascha Macchi. However, the signs of recovery are clear, she notes. "Manufacturers who have invested in brands and aligned with category trends have sustained performance through difficult times. In contrast, those with a lower perceived

value have seen volumes fall, which has been damaging to the category. This has been compounded in grocery by the fact that pet owners now have a richer range of products and channels to choose from than ever before."

"IPN's performance is testament to this dynamic, as we exited 2024 with Butcher's, Harringtons and Wagg achieving a three-year high in combined market share, with all three brands delivering growth in both value and volume despite the challenging environment."

"It has been a tough year," says Andrew Tyers, head of category & key accounts at Spectrum Brands. FMCG treats have declined 2.1% over the past 52 weeks¹ and only just started to grow again in the four weeks of December. However, as the No.1 brand, Good Boy has continued to grow within that time



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at +10% (£+13.4m RSV)², taking the total treat brand value to £142m over the year of 2024.

“Legacy brands have been the main cause of the decline, with dental being the main cause for concern,” he adds.

Latest data for the major multiples channel reports the total dog category is -3.8% in value and -1.7% in volume in the latest 52 weeks³, reports Forthglade Foods sales director James Kennedy.

“The performance changes in the latest 12 weeks read value declining slightly faster at -4% and volume performing slightly better at -1.1%⁴,” he notes.

“Clearly, with volume performing ahead of value in the L12W, which includes the Christmas period, brands seem to have promoted harder to drive volume and try to retain or regain share.”

He provides more detail, revealing that wet dog food is -2.9% in value

and -0.3% in volume over the 52-week period, with the last 12 weeks seeing value down by -4.2% and volume +1%⁵. “Natural wet dog food, the subcategory in which Forthglade sits, is +7.7% in value and +3.4% in volume over the 52 weeks, with this accelerating in the last 12 weeks with value up 8.7% and volume rising by 5.2%⁶. The subcategory is outperforming total wet and isn’t having to promote as heavily to do so. Shoppers seem to continue to look for and switch into natural wholesome food for their dogs across the retail grocery channel.”

Dry dog food is -5% in value and -3.4% in volume L52W with value decline accelerating to -6.8% and volume to -4.8% L12W in major multiples⁷. “The dry category decline is driven by all of the major mainstream brands including retailers’ private-

label. Natural dry brands however, which make up 34% of category value⁸, are performing very well indeed, many in double-digit growth,” he adds. “With a dog population that is broadly static year on year, it may be that dog owners are buying their dry dog food from other channels such as independent retailers and online retailers who both offer greater range and the option to buy in bulk.

Meanwhile, the treats category is struggling in major multiples -4.3% in value and -2.8% in volume L52W the category has however tipped into a flat volume performance in the L12W⁹. Retailer own-label treats are by far the biggest contributor to category decline with a working hypothesis that cash-strapped dog owners, who were already buying into entry level price point treats have decided to forego treating

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their dogs as there isn't a further trade down option in the category. It may be these dog owners are finding treating options in other retail environments such as high street discounters.

Cost of living impact

The total pet market has struggled as volume has declined and shoppers are managing their spend much more tightly than they have in previous years, says Spectrum Brands' Tyers. "Good Boy has observed that shoppers are still willing to spend money if they see value in the product. This means that a key strategy for Good Boy over the past 52 weeks has been multibuy – which offer shoppers better value the more they buy – and consumers have responded warmly to this offering."

Over 2025, Spectrum Brands' Tyers expects to see a continued trend towards natural products, bringing premiumisation to the shopper assortment, he says.

The cost-of-living crisis has driven behavioural shifts across the market, some spilling into petcare and others unique to it, says IPN's Macchi. "The most surprising impact has been the unexpected decline in the amount of pet food shoppers are buying, which is counter-intuitive for a category where consumption needs are relatively fixed," it says. "Our shopper research shows this shift is largely unconscious. Pet owners aren't intentionally buying less; it's a by-product of changing habits – fewer large shopping trips, stretching pet food supplies, and supplementing with human food. Because it's not a deliberate choice, it's harder to spot but easier to shift. The key is increasing mental availability – reminding shoppers to visit the category and engage with their favourite brands – and improving physical availability to ensure the right products are easy to find."

As the cost-of-living crisis stabilises, with inflation falling back to more normal levels, the landscape of where shoppers shop appears to have changed, says Forthglade's Kennedy. "While the grocery category struggles for volume, retail online, based on the limited data available appears to be faring better," he observes. "Online retailers offer far greater range and choice coupled with the opportunity to purchase in bulk, take advantage



+7.7%

Value growth of natural wet dog food in major multiples in the past 52 weeks⁵

-2.8%

Decline in the volume of pet treats in major multiples in the past 52 weeks⁹

34%

of the dry dog food category is accounted for by natural dry brands⁸

50%

of the top 10 best-selling dog foods on Amazon are natural brands¹⁰

of the retailer subscription models and get it delivered to the door. As in major multiples, natural dog food continues to thrive within online retailers, with 50% of the top 10 best-sellers on Amazon being natural brands including the No.1 slot. Tesco is responding to this change in shopper behaviour with its own marketplace solution which is one to watch in 2025.

"D2C brands are also performing well, with shoppers keen to have a relationship directly with brands such as Tails.com and Butternut Box," he adds. "A positive for the grocery channel however is the clear strategy both Tesco and Sainsbury's have taken with their loyalty schemes. Online retailers will struggle to match this and does give these retailers a competitive advantage in keeping shoppers in the channel."

Embracing sustainability

Sustainability is still incredibly important to pet owners particularly

Premium, natural and healthy

With consumers increasingly concerned about maintaining their own health, this also translates to their pets, with premium and natural foods cited as a key trend.

According to Mintel, pet owners are increasingly looking for pet foods that promote overall health and wellness, with an emphasis on natural ingredients¹.

“Like many categories, once pet owners find a routine of food that meets their dog’s nutritional needs, purchasing tends to happen on autopilot,” says IPN’s Macchi. “However, certain moments and triggers can disrupt this routine, prompting owners to

reassess their dog’s feeding habits. None are more significant than changes in a dog’s health... with food widely perceived as the first line of action to achieve preventative or curative health outcomes.”

She points to the Butcher’s Natural Health Support range as a good example of a leading brand capturing both the autopilot mission and providing a mass-market offering to support disrupted missions.

“Understanding the dynamics of both routine autopilot shopping and the critical moments that trigger disrupted missions is crucial to driving a return to

volume growth for the category, both in the short- and the long term,” adds Macchi.

It seems that shoppers do still spend on products that offer added benefits, says Forthglade’s Kennedy. “The clear headline here is natural, which in itself delivers fantastic benefits for dogs being free from anything artificial. Coupled with this are products that offer added functional benefits. An example of this is Forthglade’s range of functional soft bite treats. The latest 52-week read in major multiples sees this range growing at 27.8% in value in a category declining -4.3% indicating that credible natural

brands that can offer added functional benefits are resonating well with shoppers.

“The dog population is static and therefore volume growth will be difficult to achieve in the category,” he adds. “Premiumisation and trade up is essential to continue adding value growth and clear communication from brands as to the benefits of quality natural food will be essential to entice shoppers to trade up. Added value purchases through supplements, high quality treating and dental care products will also play a part in driving category growth.”

those feeding a natural diet, counters Forthglade’s Kennedy. “A big part of dog ownership is how it connects both dog and owner to the environment on a day-to-day basis,” he says. “Many dog owners take the environment very seriously and Forthglade does the same. In 2024 we fitted a solar array to the factory roof, which now generates 25% of our electricity requirements. We also sunk bore holes at the site and built a water treatment plant, which means we no longer rely on mains water for our manufacturing and can treat and reuse the water we draw from the water table in our processes. 2025 will see Forthglade B-Corp-certified, which we are very excited about, cementing our commitment to sustainability for the long term.”

At Tetra Pak Northern Europe, marketing director Berit Hoffmann reveals that its client Naturediet, which champions natural ingredients in its food, also considered sustainability

across its supply chain, using the Tetra Recart carton to minimise its environmental footprint. Made from up to 71% renewable paperboard, the compact design of Tetra Recart also optimises space during transportation, lowering the number of lorries needed for distribution, thus reducing costs and associated emissions, she reveals.

However, Spectrum Brands’ Tyers counters that “while sustainability is the ‘right’ and moral thing to do, category sales trends (eg wet food pouches) and insight studies done by Spectrum Brands show that, although consumers would like to see sustainable packaging, it does not influence their decision to buy within the pet category”.

In-store strategies

Spectrum Brands’ Good Boy continues to cross-promote within the multiple categories it plays within – for example, cross-category promotions with treats,

toys and food, says Tyers. “This has been executed with the retailers on panel ends, ‘store of the future’ initiatives and gondola end feature spaces,” he says. “We also utilise navigation and education to make it really easy for shoppers to buy into different areas of the category and also educate consumers on why they should trade up.”

All the major retailers are now running pet events which help to showcase the range of products available to shoppers who may not ordinarily visit the pet aisle, reveals Forthglade’s Kennedy. “Understandably, these events are dominated by the main pet food brands; however, most shoppers will know these brands are available as they are traditional supermarket brands. Using the event more strategically for longer-term benefit over shorter-term volume, showcasing the brands shoppers may not know

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are available would, in my opinion, do more to drive new shoppers into the pet food aisle versus existing shoppers getting a great deal.”

According to Phil Cotterill, head of category & insight at IPN, the biggest opportunity in the main meal dog partition in-store is to take the natural feeding trend to the next level by ensuring every bowl is as naturally nourishing as possible, through incorporating a balance of both wet and dry food. “This is exciting because it’s multifaceted with the potential to drive category growth through penetration, frequency and premiumisation,” he says. “Expanding mixed feeding to more households, particularly those currently practising solus feeding, introduces the benefits of combining wet and dry food. Encouraging consistent mixed feeding at every meal – not just dry in the morning and wet in the evening, for example – can increase purchase frequency.

“To fully unlock this growth, it’s... about shifting the conversation with shoppers. There’s a much broader opportunity to reposition what naturally nourishing bowls look like for dogs, moving beyond product formats to redefine how pet owners think about balanced nutrition. This shift can reshape category perceptions and drive deeper engagement with pet owners.”

Creating brand stand-out

Getting a brand to stand out in the competitive petcare marketplace requires considerable investment and strong partnership with retailers.

Forthglade partnered with both large and small retailers over the last year to bring its brand to life, says Kennedy. “In independent pet retail, we invest in point-of-sale (POS) materials to help our brand stand out and maximise sales for the retailer and ourselves,” he says. “We’ve invested in all the major retailers’ pet events throughout the year with in-store POS and secondary space, and we also delivered an outstanding execution of large pre-filled floor standing displays in one of our largest grocery retailers, creating visibility for the Forthglade brand to a new audience outside of the pet food aisle.”

At IPN, Macchi says that due to its low cost to play, social media platforms have become a battleground for brands as they fight to communicate their USPs to shoppers. “Pet food purchasing is



largely motivated by owners’ desire to provide the best care for their pets, so brands must find ways to articulate how they meet this need in a way that fits with shoppers’ lifestyle.

“Advocacy has become an integral component of pet food brand strategies, as shoppers look for brands that feel ‘vouched for’ and credible – influencer and user-generated content helps brands feel safe and recommended.”

She notes that IPN’s Waggy treats brand disrupted the reward treats market last year with its Festive Treats range “by hijacking a cultural moment with accessibly priced impulse products”. “Decorated with reindeer and inspired by Christmas fare, the range has had a successful second year in the market, delivering £3m RSV, and recruited new shoppers to the category,” she says.

Essential advice for retailers

With brands keen to reignite performance in the petcare sector, suppliers offered their view of what retailers should do to help.

Spectrum Brands: “Make your fixtures easier to shop and navigate. Help shoppers understand the difference between premium and standard

products to help justify a trade-up. Be clear on what shoppers want to buy in grocery versus what they want to buy elsewhere to maximise on-shelf rotation.”

Forthglade: “Use your shelf space to back the brands that are winning in the category.”

IPN: “Ensure your category strikes the right balance between facilitating autopilot shopping – making it easy for consumers to quickly choose products that meet their dog’s everyday needs – and supporting moments that matter. These are disrupted shopper missions where autopilot is fully disengaged, often triggered by changes in a dog’s health, diet or life stage. In these moments, pet owners actively seek help, advice and solutions. While less frequent than routine purchases, they are critical for building trust with your pet-owning shoppers, strengthening loyalty and retaining them as long-term customers to your stores.”

Sources

^{1,2}Nielsen Scantrack, 52 w/e 28.12.24

^{3,9}Circana IRI, Major Multiples Report, w/e 29.12.24

¹⁰<https://www.amazon.co.uk/Best-Sellers-Dog-Food/zgbs/>

pet-supplies/471400031

Premium, natural & healthy

¹<https://tinyurl.com/4ycuk32y>

²See 3-9

Amplifying brand and retail activity

DETAILS

Forthglade Foods Ltd
Dartmoor View
Okehampton
Devon EX20 1GH
t: 01837 83322

KEY CONTACTS

James Kennedy
Sales Director
David Cox
CEO

KEY BRANDS

Forthglade
– Puppy, Adult and Senior Grain-Free Complete Meals; Puppy, Adult and Senior Wholegrain Complete Meals; Natural Dry Cold Pressed Complete Dog Food; Lightly Baked Complete Dry Dog Food; Multi-Functional Soft Bite Treats; Meaty Treats; Salmon Oil; Dental Sticks

Source
¹ Circana IRI, Major Multiples Report, w/e 29.12.24

“A busy year at Forthglade has seen us launch our British Classics wet range, tapping into trends around humanisation in pet nutrition,” says sales director James Kennedy. “Recipes like Lamb Shepherd’s Pie, celebrating British ingredients, have already been introduced into pet and online stores, Waitrose and Tesco.

“Our award-winning cold-pressed dry food also had a major makeover, with updated packaging highlighting both the ‘gut health’ benefits of the product and vet approval from Dr James Greenwood,” he reveals. “Meanwhile, updated treats packaging segmented the range into wellness and wellbeing, best behaviour, and best friend treats, and called out key features such as grain-free and hypoallergenic. We also made tactical changes to packs, such as adding ‘Your Dog 2024, Best Wet Food’ award roundels to our wet food.

“By investing in retailer-led events, secondary space and ensuring the right



“Updated packaging on our cold-pressed dry food highlights its ‘gut health’ benefits”

promotional mechanics for shoppers, we’ve brought to life the fact that we provide natural, nutritious food for dogs, resulting in Forthglade growing faster than both the category and our competitors throughout 2024¹,” he adds. “Our brand comms have helped us amplify retailer activity and product launches, highlighting the wide availability of our products.”

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water usage reduction

25%
energy from sunshine

30%
waste reduction

50,000
dinners for dogs in need

[Learn more at forthglade.com/sustainability](http://forthglade.com/sustainability)

A new era for cat treats

DETAILS

Pets Choice Ltd
Brentwood House
Lower Philips Road
Whitebirk Industrial Estate
Blackburn
BB15UD
t: 01254 54545

KEY CONTACTS

Tony Raeburn
CEO

KEY BRANDS

Webbox
Vet's Kitchen
Meatiful
Hownd
Felight
Bob Martin

As the UK's leader in the competitive cat treats market, Webbox continues to carve out a significant space, achieving an 18% YoY increase in sales and far outpacing the broader market decline of 3%¹.

“Our research has shown cat treats present a significant growth opportunity, particularly in grocery,” says Carol Rabagliati, head of category at Pets Choice. “Now, more than ever, pet owners are seeking to provide their pets with diets that are nutritional, and that also align with their own values.”

Introducing a new treating moment

The latest innovation in Webbox's portfolio is Lick-e-Puds, a smooth and creamy cat treat in dessert-inspired flavours. This new range fills a gap in the market with an offering that brings true incremental innovation to the segment by addressing an unmet need – inspired by the humanisation trend within the pet industry. “We're focused on creating products that bring people closer to their pets,” says Kristina Potts, senior brand manager. “Webbox Lick-e-Puds offers a unique opportunity for cats and their owners to enjoy a shared experience. And the response has so far been incredibly positive.”

Positioned for success

Webbox's success in the cat treat segment is driven by a combination of product innovation and key consumer insights. Rabagliati says: “We recognised that 76% of cat owners regularly purchase cat treats, compared to 92% of dog owners². This signalled a clear opportunity for growth, which we have capitalised on by offering a range of treats that cater to both the health and indulgence needs of cats, and the opportunity for cat owners to bond with their pets.”

In 2025, the brand is launching a refreshed packaging identity to enhance the shopping experience, improve usability, and clearly distinguish the different ranges within the portfolio. This updated look will be first introduced with the new



“We're focused on creating products that bring people closer to their pets. Webbox Lick-e-Puds offers a unique opportunity for cats and their owners to enjoy a shared experience”

Lick-e-Puds range, further backed by a targeted marketing campaign spanning retail media, digital and PR.

“We're not just focused on getting our products on shelves – we want to create deeper connections with our consumers,” says Potts. “Our insights will help us gain a deeper understanding of our consumers and, in turn, foster stronger connections, expanding and evolving our product portfolio while refining how and where we engage with pet owners.”

Further growth and innovation

Alongside the updated packaging design and launch of the Lick-e-Puds range, Webbox is committed to further expansion in the cat treat category, with a strong pipeline of NPD.

Leanne Young, innovation controller, says: “In 2025, we'll further embrace the humanisation trend by introducing new eating occasions for pets and creating more bonding experiences between cat and cat owner.”

This combined effort of unlocking genuine consumer insight that feeds into continuous NPD has allowed the brand to expand its range of treats and build on the success of the Lick-e-Lix portfolio. “We're driven by our mission to enhance the joy of pet ownership for every pet parent,” concludes Young. “We'll continue to support the health and happiness of pets, while meeting the evolving needs of pet owners.”



Source
¹ Circana, All Outlets, 52 w/e 25.01.25
² Kantar, 52 w/e 29.12.24

Webbox®

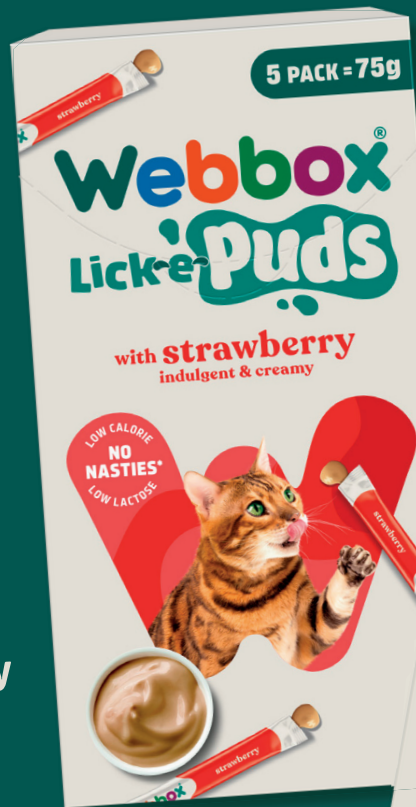
New from the makers of the
nation's **best-selling** cat treats*

Lick-e-Puds



Lick,
Love,
Repeat

Smooth, creamy and irresistibly
tasty - the ultimate pudding
treat for cats!



*Source: Circana, All Outlets, 52 w/e 25.1.25, Weighted Unit and Value Rate of Sale.

Boosting shopper engagement

DETAILS

Spectrum Brands EMEA UK Limited
2 Millennium Way West
Phoenix Business Park
Nottingham NG8 6AS

KEY CONTACTS

Andrew Tyers
Head of Category & Sales

KEY BRANDS

Good Boy Dog Treats
Good Boy Dog Toys
Good Boy Home Faves
Good Boy Dogsbody

 Good Boy continues to be the growth leader within the pet category, celebrating being the UK's No.1 dog treat brand for the fourth consecutive year¹. "It has been a challenging year at market level," says Andrew Tyers, head of category & sales for Spectrum Brands UK. "Dog treats within FMCG has declined 2.1% over the past 52 weeks². However, Good Boy has continued to grow within that time-frame, up 10% (£13.4m RSV)³, taking our total treat brand value to £142m in 2024⁴. In treats alone we've added £6.7m brand growth through NPD, which represents 50% of our total brand growth in the same time-frame⁵."

Stretching into different categories

As the trend towards 'natural' treating options remains, Tyers says the Good Boy brand continues to expand its market-leading real meat treats range. "The more variety and fun we bring into the range, the more shoppers engage with it, and we then see shopper baskets getting bigger," he notes.

"We continue to see a shift towards bigger packs. So, by introducing more bulk bags of consumer 'favourites' into our range, including our new 'Mega Value Packs' – a whopping 1kg of our best-sellers – shoppers really do demonstrate the trend towards 'bigger pack, better value' in this area."

The brand's versatility enables it to stretch into multiple different categories within petcare, he adds. "Firstly, the launch of Good Boy Home Faves in 2024 takes the Good Boy real meat dog treats proposition of natural and wholesome into wet dog food," he explains. "The range offers four recipes of irresistibly



“The launch of Good Boy Home Faves in 2024 takes the Good Boy real meat dog treats proposition of natural and wholesome into wet dog food. Our new Dogsbody range offers shoppers an opportunity to buy specialist products within the grocery channel at affordable prices”

tasty complete meals, each one made with real meat, giving every dog a genuine taste of home.”

Good Boy aims to look after every dog from nose to tail, adds Tyers. "With a growing demand for health and wellbeing-focused products, we've launched our fantastic new Dogsbody range – an opportunity for shoppers to buy specialist products within the grocery channel at affordable prices. The range includes joint care supplements 'Glucosamine Chewies' and our Norwegian 'Salmon Oil', to help alleviate dry and itchy skin, to name just two."

Trend for humanisation continues

It's no secret that pet parents treat their pets like their children, observes Tyers. There's also a stagnation in pet population and a trend towards smaller animals, making it more difficult to rely on volume growth in 2025, he says.

Good Boy is investing more than ever into the brand, increasing merchandising spend. "We continue to drive in-store POS, with branded bays and panel-end execution. We're always looking to make improvements to aid the consumer shopping experience – one example being our display kit for dog toys, now in-aisle in three grocers.

"Finally, we've ramped up cross-category promotions on treats, toys and food, all linked in one promotion – a unique proposition for Good Boy."



Source
¹⁻⁵ Nielsen Scantrack 52 w/e 28.12.24

**GOOD
BOY**

The UK's No.1 dog treat brand*

**Led by dogs,
loved by their humans!**



Recipes made with
**100%
natural
meats****



Discover the range at
www.goodboy.co.uk

*Nielsen Scantrack 52 week ending 28/12/2024 **See composition on pack for all ingredients ©/TM/© 2025 Spectrum Brands, Inc. or one of its affiliates

Innovative packs for pet food

DETAILS

Tetra Pak Ltd
Eagle House
Peregrine Business Park
Gomm Rd
High Wycombe HP13 7DL

KEY CONTACTS

Berit Hoffmann
Marketing Director, Tetra Pak Northern Europe

KEY BRANDS

Tetra Pak®
Tetra Recart®
Naturediet

 Pets are more than a companion, says Berit Hoffmann, marketing director at Tetra Pak North Europe. They enrich our lives, support an active lifestyle, and you can't fault their loyalty. So, they deserve the best, she says. "This is why I wanted to sit down with Naturediet, one of the UK's leading pet food producers. Built on a vision to create a healthier food option for dogs, Naturediet champions natural ingredients in its food, while also taking the time to communicate to pet owners how it has considered sustainability across its supply chain."

Naturediet uses Tetra Recart® – a shelf-stable carton specifically designed for packaging food products sterilised through retorting, such as pet food. These innovative cartons allow for extended shelf life, without refrigeration and additives, with a paper-based package, explains Hoffmann.

Dan Masters, managing director at Naturediet, part of Skinner's Group, says: "We have made high-quality natural dog food for over 40 years. In that time, we have made it our mission to minimise our environmental footprint without compromising on the quality of our products. We source all of our ingredients as ethically and locally as possible, and use the Tetra Recart carton from Tetra Pak."

Tetra Recart is made from up to 71% renewable paperboard, sourced from FSC®-certified forests and other controlled sources¹, reducing the reliance on finite resources and fossil-based fuels used in other packaging solutions, reveals Hoffmann. Due to its compact, brick-like design, Tetra Recart optimises space during transportation, which can also reduce the number of lorries needed for distribution², she notes. This lowers logistics costs and associated emissions.

However, the design of Tetra Recart was not the only reason why Naturediet chose to work with Tetra Pak. Derek Mackey, head of commercial at Naturediet, says: "Consumers increasingly expect their pets' food to be of the same quality as their own. This includes a greater



“Tetra Recart® is a shelf-stable carton designed for packaging food products sterilised through retorting, such as pet food”

Berit Hoffmann,
Tetra Pak Northern Europe



understanding of the food's provenance and how it's been packaged. Consumers expect pet food to follow the same standards as human food. So, it's perhaps not surprising that there is huge growth in consumer demand for our human-grade, clean label wet pet food."

"At Naturediet's manufacturing facility in Norfolk, we use the Tetra Recart food package to ensure our products stay fresh without the need for preservatives, locking in essential nutrients and flavour for longer shelf life," adds Masters. "Tetra Recart carton packages offer practical benefits for pet owners. They are easy to open and reclose, keeping any remaining portions of food fresh while also helping people to control portion sizes.

"What really resonated for me in this discussion was just how discerning pet owners have become. They're looking at how to prioritise their animal's wellbeing with a focus on natural, healthy, and nutritionally rich food options. The design credentials of the brand and its packaging are also considered ahead of purchase. Owners are looking at how the food is grown and made, as well as what it is packaged in."

Source

¹ The FSC licence code for Tetra Pak is FSC® C014047

² Tetra Pak Competitive Insights



The convenient pet food package - Tetra Recart®

Tetra Recart® cartons are lightweight and easily stackable, with a space saving shape. Locking in flavour and nutrition, they're also fuss free - easy to open and close by hand.

These cartons are available from pet food producer Naturediet.

Make an informed choice, consider Tetra Recart packages for your wet pet food products.

www.tetrapak.co.uk

info@naturediet.co.uk

Find out more



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PROTECTS WHAT'S GOOD

WilliamReed.

William Reed LTD.

Broadfield Park, Crawley, West Sussex RH11 9RT

Tel: 01293 613400 Fax: 01293 610380

www.thegrocer.co.uk