

FutureBridge

What is?

Pets and health boost treating

Outside of oral care, pet treat products have not been targeting additional functional benefits for pets. Despite rising costs, 73% of U.S. pet owners prioritize fun treats, indicating a strong market for products that combine enjoyment with health benefits. Currently, 84% of US pet food and treat buyers emphasize nutrition, showing a growing demand for wellness-supporting treats.

Functional claims like anxiety relief and heart health are gaining traction in pet foods but are underrepresented in treats. This presents a golden opportunity for pet brands to offer treats that address these health needs, such as anxiety, depression, cognition and heart health.



What if?

Automated mood boost treats

A staggering 74% of UK dogs show signs of anxiety and depression, with separation anxiety (26%), stress (25%), and depression (10%) cited as challenges.

Consumers purchase an automated treat delivery device, for when the pet owner is out of home. The device treats would manage the volume of mood boosting treats. Treats could include microbiome-boosting ingredients like prebiotic fibre or DHA and EPA from omega-3 – all being linked to mood modulation.

Occasions to target:

Home alone need state
e.g. growth, protein, gut health

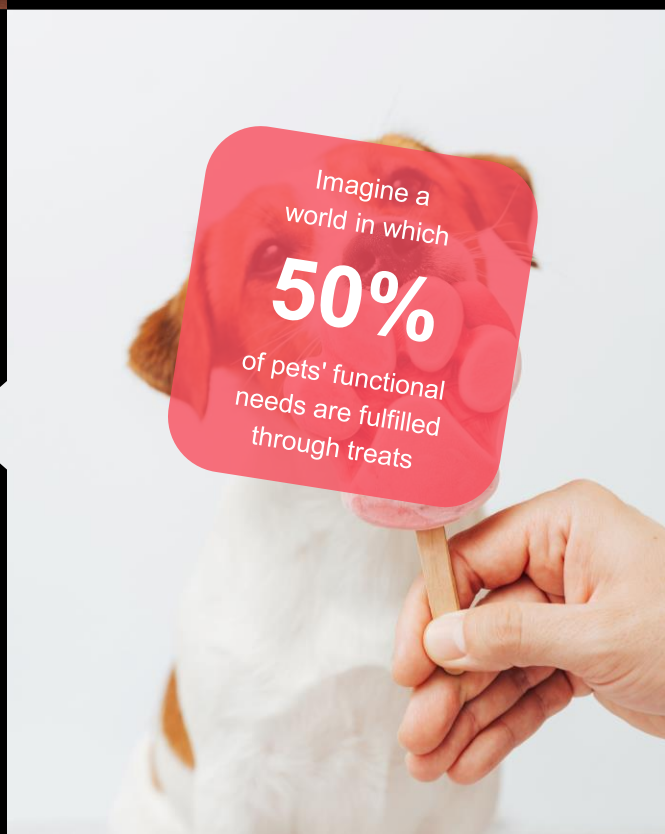
Managed dieting
e.g. time snack management

What now?

The BIG questions

If the pet treats industry is expected to grow at a rate of +10% and the functional pet food market is expected to grow at +8.8% by 2030, then...

- ❖ How big is the white space for 'healthy' pet treats?
- ❖ Will consumers trust brands to deliver healthy outcomes?
- ❖ Why are pet treats restricted to dental health benefits?



About FutureBridge

FutureBridge is a techno-commercial consulting and advisory company. We track and advise on the future of industries from a 1-to-25-year perspective to keep you ahead of the technology curve, propel your growth, identify new opportunities, markets and business models, answer your unknowns, and facilitate best-fit solutions and partnerships using our platforms, programs, and access to global ecosystems and players.