



# Nourishing Our Pets



The composition of pet products is under increasing scrutiny as consumers demand cleaner, additive-free options, driving growth in “no additive/preservative” claims. With a rise in cat and dog skin and food allergies, pet owners are paying more attention to ingredient lists, and prioritising their pets’ well-being and happiness.

This presents an opportunity for brands to innovate with pet treats that support digestion and immune health, areas of growing consumer interest. Prebiotics, probiotics, and postbiotics are seeing global growth as pet owners associate gut health with overall wellness. Postbiotics, in particular, are expected to gain further traction as they become more recognised.

- 46% of US pet food buyers are interested in food that supports digestive health. (Mintel, 2024)
- 54% of Thai consumers would be willing to pay more for pet food with functional ingredients. (Mintel, 2024)
- 69% of US pet food buyers are interested in treats or toppers with functional benefits. (Mintel, 2024)
- Digestive health claims appeared in 24.5% of pet food and product launches in 2023. (APAC, Mintel, 2024)

## On the Shelves



Planet A dog food is formulated with black soldier fly larvae protein. (AU)



Wiggles.in Stripzy Blueberry Flavoured Immunity Booster & Probiotic Pet Strips. Dissolves in seconds. (India)



Shameless Pets Catnip N Chill Crunchy Cat Treats for digestive support with pre and probiotics. (USA)



Leaps & Bound Sensitive Ocean Fish is a complete and balanced nutrition packed with all the essential nutrients. (AU)



TEXTURE



HEALTH & NUTRITION



COLOUR



FLAVOUR



& MORE

# On the Shelves



Petmima No.6 Cardio Care + Antioxidant Powder is a premix blend with a combo of Coenzyme Q10, EPA and Vitamin E. (AU)



Greenies Smartbites Immune Support Chicken Flavour Treats for Dogs are made with Vitamin E to support a healthy immune system. (USA)



PointPet Anti-Itch Support Peanut Butter Flavoured Soft Chews for dogs. Active ingredients include algae, biotin and Vitamin E. (USA)



Artullano Allergy + Itch Relief Immune Chews. Containing turmeric, omega and quercetin. (USA)

Looking ahead, pet food brands should explore incorporating climate-friendly crops such as amaranth, fonio, and quinoa, which are gaining attention for their sustainability benefits.

Blending traditional and emerging proteins offers a dual advantage—cutting costs while enhancing both taste and health perceptions. In Europe, “no added sugar” claims are far more prevalent than in other regions, reflecting heightened awareness about the health impact of sugar on pets.

Currently, claims around dental health, such as teeth and tartar prevention, dominate the pet snack and treat category. However, products that also offer digestive and immune support will stand out, as these are increasingly desirable benefits for pet owners.



## HW Hawkins Watts Offerings

- ✓ Hydrolysed Collagen
- ✓ Vitamins & Minerals
- ✓ Natural Aromas & Dairy Powders
- ✓ Pre, Pro & Postbiotics

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