

25<sup>TH</sup> OCTOBER 2019

# CONSUMER DEMANDS IN THE EUROPEAN PETFOOD INDUSTRY

PHIL JONES

INGREDIENTS PROCUREMENT DIRECTOR

NESTLE PURINA PETCARE EMENA

# Content

- Nestle Purina – Who are we?
- The Petfood Market
- Key Trends in petfood
- Wat are Nestle Purina doing on responsibly sourced petfood
- How can you support us ?

# Nestle Purina – Our Brands



# The Petfood Market in EMENA region is worth 22Bio CHF

Globally E commerce is predicted to grow from just over 3Bio CHF in 2016 to over 10Bio CHF in 2022

Opportunity to communicate more

Fastest growing sectors are the Super and Ultra Premium categories.....

increasing demand for unique claims and responsible sourcing credentials

# Why are we passionate about our jobs in Purina???



We are owners ourselves....



# Key Trends in the European Petfood Market

## TRUST

Quality

Sustainable/Ethical Sourcing

Animal Welfare

Transparency

## ULTRA PREMIUM

Personalised

Locally sourced

Organic

Wild/Ancstral

Fresh

Point of Difference

Variety

## CONVENIENCE/COST

Amazon/Zooplus

Pack sizes & format

Availability on Shelf

Personalized Experiences

# Trust - Responsible Sourcing and Cleaner Labels

Following the trends in human food industries, customers are wanting to know more.

Producers through the supply chain need to be more **transparent**

What ingredients are being used??

'No Nasties'



Do I share the values?

Where do they come from?



How are they grown or raised?



# Sustainability trends in petfood follow human food trends....




- MSC,
- ASC
- 'North Atlantic'



- 81 days growth
- 100% Italian meat....



- Outdoor raised,
  - local cereals
  - non GMO
-  Nestlé PURINA.



# Petfood only mirrors what we want for our own foods



estlé PURINA.

# What are Nestle Purina doing on our fish and seafood by products?

- We have partnered globally with Sustainable Fisheries Partnership (SFP)
- SFP regularly review our upstream supply chain to assess performance
- We have a commitment to be 100% Responsibly Sourced by end of 2020
- We are looking to improve traceability in our supply chain and promote transparency
- Sourcing locally is a key strategy where practical and volumes are available

Updates and more info on [Nestle.com](https://www.nestle.com)



# What are the opportunities and challenges for our suppliers?

Petfood is a successful and dynamic business, so far well supported our suppliers - we need to grow together...

- How will you adapt to meet customer needs in the basics – **Quality** i.e. Foreign Body controls, consistency, availability etc....
- But increasingly on how can do more on **traceability and transparency to meet customer expectations**

THANKYOU FOR YOUR ATTENTION AND THE  
OPPORTUNITY TO ADDRESS THE WORKSHOP!