Consumer gut health trends reach US pet food sector.

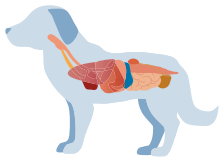


Pet owners prefer products to improve their pets' health:



89%

agree that **natural ingredients** make pet food **healthier**



79%

are concerned about their pet's **digestive health**

Dog owners search for quality:



82%

expect the **same quality standards** in pet food as in human food



74%

agree that **adding prebiotics** make pet food **healthier**

Cat owners and their perception of ingredients:



63%

consider **wheat protein** a **natural** ingredient



45%

consider **rice** a **healthy** ingredient

Source: BENEO's Pet Food Survey, US, N=500.

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