

The impact of ingredients on pet parents

Healthful and natural top the list

Ingredient lists are under consumer focus



72%

of pet owners always or at least usually consider the ingredient list when purchasing a new pet food product.

Pet owners expect more natural and less artificial



79%

of global pet owners say 'it's important to check pet food labelling to ensure there are no ingredients they dislike (e.g. artificial flavourings, artificial colours,...)'.



90%

of pet owners agree that 'using natural ingredients' makes pet food seem healthier.



Quality requirements are high



85%

of pet owners agree that they treat their pets with as much care as they would treat a child.



82%

of pet owners agree that they expect the same quality standards from the food they choose for their pets as for their own.

Allergies are a key concern



75%

of pet owners agree that pet food containing no allergens make pet food seem healthier.

Rice ingredients are very well perceived by consumers.



BENEО's rice flour, starches and protein are nutritious, hypoallergenic feed ingredients. They are a source of highly digestible carbohydrates and plant protein that is suitable for the most sensitive pets.



beneo
connecting nutrition and health