

FOCUS ON

Pet Care

Web App Guides In Store In Depot



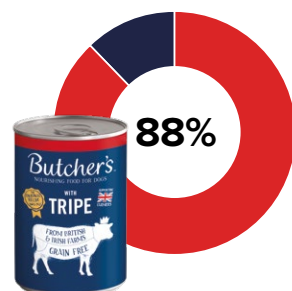
PURINA

felix

Stock the No.1 Pet Food Brand*



£178.5m is spent on
Pet Food a year.¹



88% of Pet Food sales
are branded.¹



Real Meat Dog
Treats are up **36.2%**
in **Symbols**.²

*Circana Market Advantage, All Outlets UK, Value Sales 52 w/e 01.11.2025. ®Reg. Trademark of Société des Produits Nestlé S.A.

PURINA

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1. Circana Core Main Meal & Non Main Meal, Value Sales, Symbols & Independents, 52w to 16/05/2026.
2. Nielsen Scantrack, Dog Treats, Symbols, Value Sales, 52w to 23/05/2026.

Introducing the Dream 20 Core Range



THE POWER OF PETCARE

- Pet ownership is huge – 62% of UK Households own a pet¹
- Pet Food & Litter is a growing and powerful category worth £4.3bn – bigger than Babycare, Breakfast Cereals & Chocolate Confectionery²
- Pet owners spend 15% more (excluding Pet Food & Litter) and buy across more categories³

1 Source: Kantar/Soulor Consulting Ltd. January 2026. 2 Source: UK Pet Food Market Data Report 2026 Kantar / Soulor Consulting.

3 Source: Kantar Worldpanel 2023

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  App
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Dear Retailer,

The 'Focus On' guides by Plan for Profit are specifically designed for independent retailers. Each guide contains expert product and category insight to help you make the most of opportunities in store and meet the needs of your customers.

In this edition, we focus on Pet Care. Pet shoppers are highly loyal and often know exactly what they want, making availability, trusted brands and a clear fixture essential. We highlight the areas driving growth and the key actions retailers can take across Cat, Dog, Wet, Dry and Treats.

All Focus On guides are available on the Plan for Profit website and app. Visit planforprofit.co.uk or search 'Plan for Profit' in your preferred app store.



Callum Atkinson
Category Coordinator, Plan for Profit

DEDICATED TO THE INDEPENDENT RETAILER



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on guides here



PET CARE: A VALUABLE REPEAT-PURCHASE CATEGORY

£178.5m¹

Pet Food value sales in
Symbols and Independents

£3.4m¹

Spent
each week

88%¹

of Pet Food sales
are branded



Where the value sits



Dog 57%
£102.2m¹



Cat 43%
£76.4m¹

Dog remains the larger part of the category, while Cat currently has more areas of growth.

Why availability matters

Pet shoppers are brand loyal. If their preferred line is unavailable, many will shop elsewhere rather than switch.²

IN STOCK NOW

1. Circana (UK) Ltd, Circana Market Advantage, Core Main Meal & Non Main Meal, Value Sales, Symbols & Independents, 52 weeks ending 16 May 2026.
 2. IGD Pet Food Category Benchmark Research 2023.

FOLLOW THE GROWTH IN CAT FOOD



Wet Cat

£53.2m

-1.7%



CORE



Dry Cat

£13.3m

+2.7%



GROWING



Cat Treats

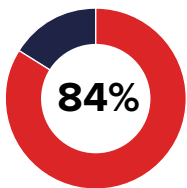
£9.8m

+6.0%



FASTEST GROWTH

Wet Cat: Core Mission



84% of Wet Cat value sales are pouches.¹

Felix leads with **54%**¹ of sales, followed by Whiskas at **27%**¹.



Plan for Profit Tip

Prioritise bestselling Felix and Whiskas pouch lines.

Dry Cat: Growing Needs



Dry Cat is up **+2.7%**.¹

Advanced Nutrition Dry Cat is growing **+14.5%**.¹

Purina ONE 600g PMP is the bestselling Dry Cat line.¹



Plan for Profit Tip

Cover both standard and Advanced Nutrition needs.

Premium Wet Cat: Drive Trade-Up



+6.8% Luxury Wet Cat value growth in Symbols and Independents.¹

Gourmet leads with **69%** of Luxury Wet Cat sales.¹



Plan for Profit Tip

Add a focused premium range alongside core Wet Cat.

Treats: Add Incremental Spend



Cat Treats are up **+6.0%**.¹

Dreamies leads the category, with Felix Treats also growing.¹



Plan for Profit Tip

Place Treats beside Wet and Dry Cat.

¹. Circana (UK) Ltd, Market Advantage (MA) 3.0, Symbols & Independents, Pet Food value sales, 52 w/e 16 May 2026.

GROW WITH REAL MEAT DOG TREATS



Wet Dog

£47.9m

-4.8%



CORE



Dry Dog

£22.9m

-7.3%



BIGGEST
DECLINE



Dog Treats

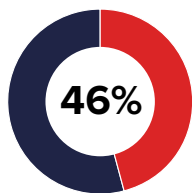
£31.1m

-1.3%



REAL MEAT
+36.2% value growth

Wet Dog: Protect Core



46% of Dog Food value sales come from Wet Dog.¹

Cans account for 69% of Wet Dog sales.¹



Plan for Profit Tip

Prioritise bestselling Cans, Pouches and Multipacks from trusted brands.

Dog Treats: Add Incremental Spend



+7.8% Dog Treat value growth in **Symbols**.²

+5.2% Unit growth.²

Treats are outperforming Wet and Dry Dog Food.



Plan for Profit Tip

Keep Treats visible and easy to add to the basket.

Dry Dog: Keep a Focused Range



-7.3% Dry Dog value change in **Symbols and Independents**.¹

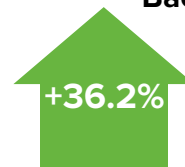
Bakers is the **No.1** Dry Dog brand in the channel.¹



Plan for Profit Tip

Keep a focused Dry Dog range using leading brands and practical pack sizes. Reduce duplication before removing the format.

Back Real Meat Treats



Real Meat Treats +36.2% **Value In Symbols**.²

Real Meat delivers 17.4% of Dog Treat value from 11.9% of distribution² while Reward Treats are over-spaced.



Plan for Profit Tip

Reduce duplicated Reward lines and give more space to productive Real Meat Treats.

1. Circana (UK) Ltd, Market Advantage (MA) 3.0, Symbols & Independents, Dog Food value sales by category, pack format and brand, 52 w/e 16 May 2026.
2. Nielsen Scantrack, Dog Treats, Symbols, Value Sales, Unit Sales and Distribution, 52w to 23/05/26.

MAKE PET CARE EASY TO SHOP

How Pet shoppers choose¹



Pet type



Food type



Brand



Format and pack size



1. Split Cat and Dog

Keep Cat and Dog separate.

2. Group Wet, Dry and Treats

Arrange Wet, Dry and Treats in a clear order.

3. Block by Brand

Block leading brands together after grouping by type.

← Cat → Dog →

Singles & Treats



Singles & Treats



Multipacks



Multipacks



Cat: Multi & Dry
Dog: Singles



Litter & Dry



1m x 5 Shelf



Plan for Profit Tip

Use clip strips to add key pet-care extras, such as dog waste bags, without taking up shelf space.

Core Range

Extended Range

POWER OF PAWS

Why is the pet category important?

HIGH VALUE

Symbols and Independents shoppers spend **£3.4 million** on pet food each week*

PRE-PLANNED

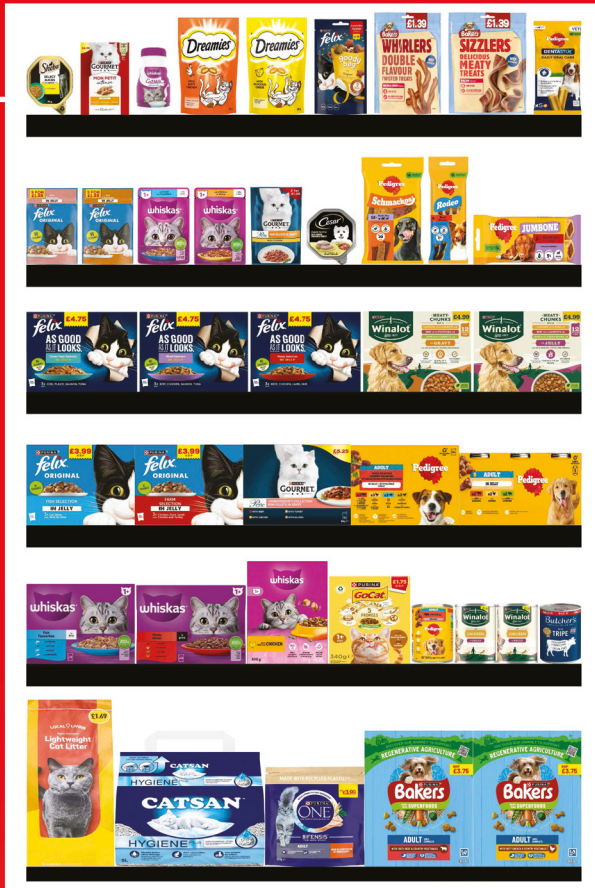
56% plan exactly what petfood they'll buy before going to store*

POWER OF PRICE MARKED PACKS

Top 10 selling pet food lines are in PMPs*

STRONG BRANDS

88% of pet food sales are **BRANDED***



How can you grow your pet category?

MEETING THE NEEDS OF PET OWNERS

Stock up on wet, dry and treats for cat and dog owners as they feed their pets different types of food

HELPING THE SHOPPER

Have clear product groupings & keep brands together within product groups

FAIR SHARE OF SPACE

Maximise sales by allocating space to each category and its brands based on sales, ensuring the fixture is optimally organised

GET YOUR RANGE RIGHT

Branded best sellers drive sales. Remove slow selling lines and ensure the best sellers, like Felix have the space they deserve

PRICE MARKED PACKS

Stock up on the pet food ranges that are available in a PMP format

TOP 10 MUST HAVES



*Circana (UK) Ltd, Symbols & Independents, Circana MA 3.0, Core Main Meal & Non Main Meal, Value Sales, 52 WE 16th May 2026. **IGD Category Benchmark Pet Food 2025.
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Your Pet, Our Passion®

**GOOD
BOY**



Yummy!



The UK's Number 1 Dog Treat Brand*



**£150
million**

Symbols Growth
39%



5 SKU's Price Marked £2.25**
Small Case Sizes 6

*Nielsen Scantrack 52 week ending 11/07/2026.

**Price marked packs with beef strips, pigs in blankets and duck fillet strips also available.

