



Euromonitor  
International

# Holistic Wellness in Pet Care: Creating Value Through Broader Need States

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## INTRODUCTION

Introduction

Key takeaways

Exploring broader need states in pets

A growing focus on pet wellbeing

Addressing health through need states

Getting into the what and why of need states in pets

Broader pet need state territories

Summary

## PHYSICAL AND PHYSIOLOGICAL WELLBEING REMAINS A CORE HEALTH NEED

Functionality through food

Pet food players adopt health and wellness positioning

Treating not just for indulgence but for function

Functional benefits make their way into dog and cat treats

Preventative approach to managing health drives demand for pet dietary supplements

Appeal of pet healthcare draws in players

Summary

## BURGEONING EMOTIONAL AND MENTAL HEALTH SPACES

Need to manage emotional and mental wellbeing in pets

Humanisation trend expands through self awareness

Ingredient familiarity aids ease of integration into diet

A contentious ingredient but an emerging territory nevertheless

Enrichment, play and stimulation to engage the senses

Treating to train\*

Innovation opportunities in training treats range from ingredients to occasions

Summary

## TECH AS AN ENABLER IN PET HEALTH

Role of technology in pet health

AI-driven pet wearable tech facilitates preventative pet healthcare

Summary

## CONCLUSION

Key takeaways

Evolution of need states in pet health

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/holistic-wellness-in-pet-care-creating-value-through-broader-need-states/report](https://www.euromonitor.com/holistic-wellness-in-pet-care-creating-value-through-broader-need-states/report).