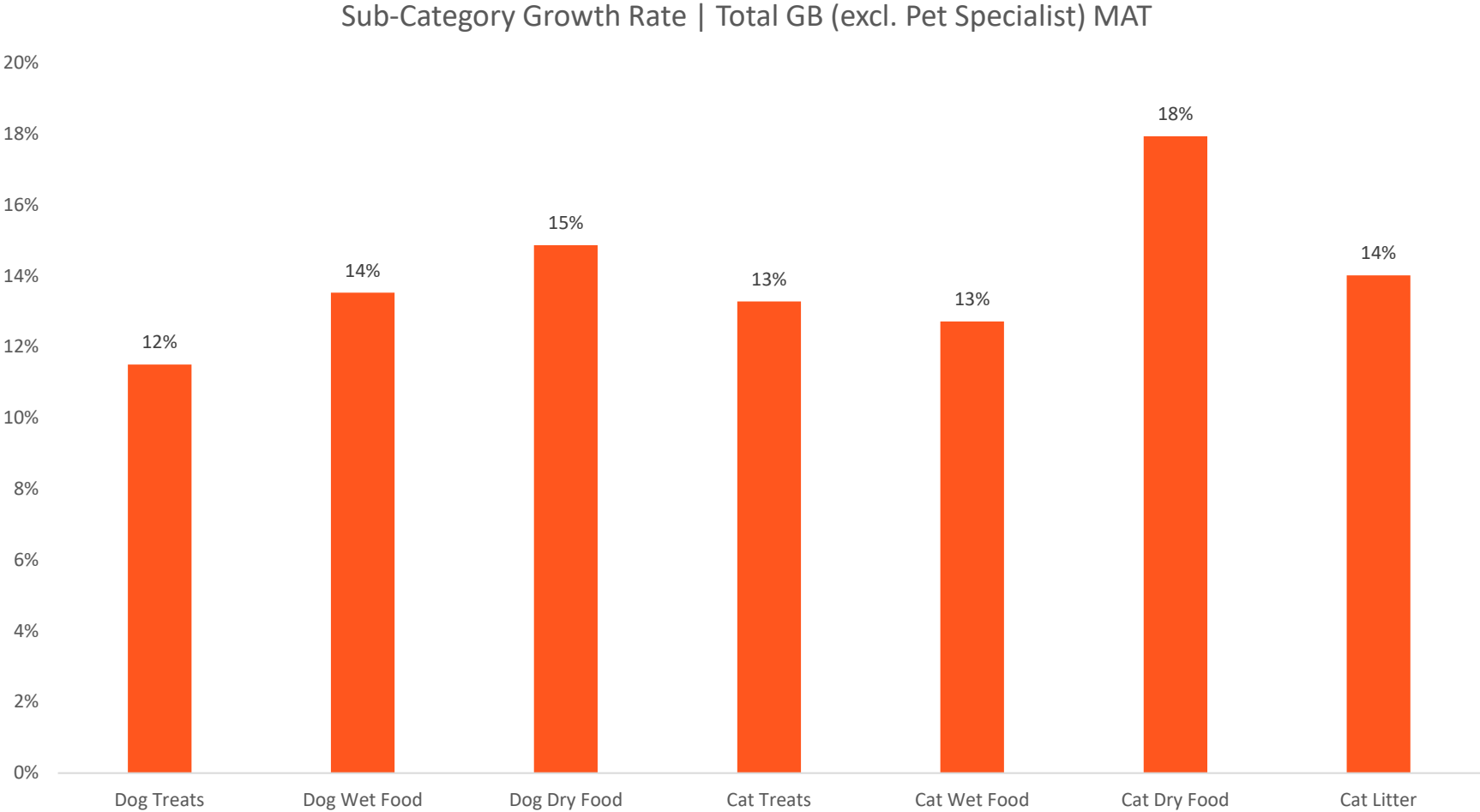


- Category Update

**+13%**  
Total Pet Food  
Growth (Jan '23-Jan  
'24)



Nielsen CPS Homescan 27<sup>th</sup> Jan 2024 | Total Pet Sub-Category MAT Growth Total GB  
excl. Pet Specialist

# Share of Shelf by Category | Total GB

30%

Cat Wet  
SS

18%

Dog Treats

9%

Cat Dry

15%

Dog Dry

6%

Cat Treats

12%

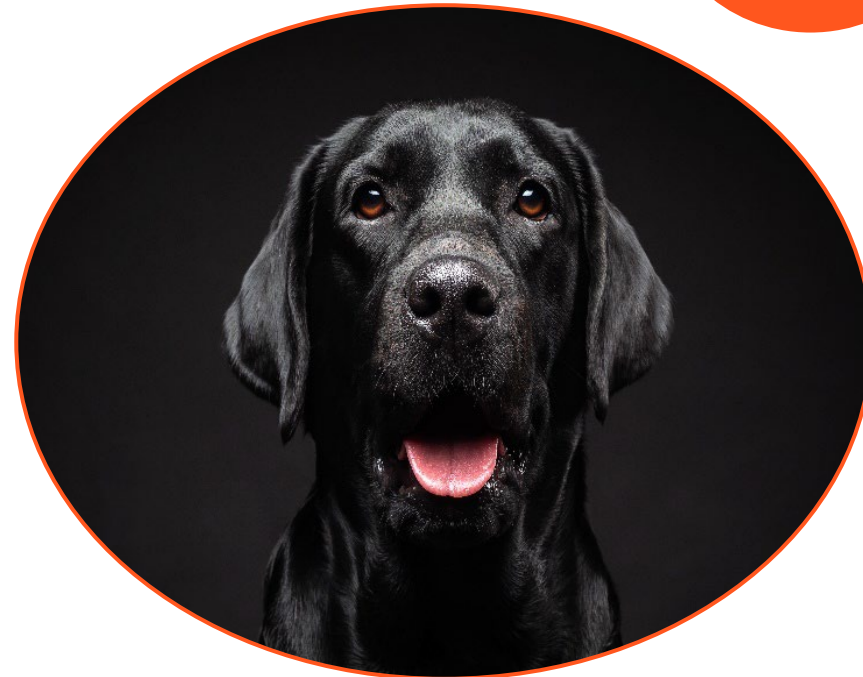
Dog Wet MS

2%

Cat Wet MS

8%

Dog Wet SS



The Whiskas logo features a stylized purple cat head silhouette with the brand name 'whiskas' in white lowercase letters.The Sheba logo is on a gold, curved background with a black cat silhouette and the brand name 'Sheba' in a black script font.The Butcher's logo is on a dark blue background with the brand name 'Butcher's' in white script and 'NOURISHING FOOD FOR DOGS' in white uppercase below it.The Winalot logo is on a dark green background with 'PURINA' in a small box, 'FEEDING GREATNESS' in a curved banner, and 'Winalot' in white script with 'Since 1927' below it.The Pedigree logo features the brand name in white on a yellow background with a red ribbon graphic.The Purina One logo has 'PURINA' in a red and white checkerboard box above the word 'ONE' in large black letters.The Harringtons logo is on a green background with a flower icon and the brand name 'HARRINGTONS' in white uppercase, with 'THE NATURAL CHOICE' below it.The Dreamies logo is in a white cloud shape with a yellow border and the brand name 'Dreamies' in black script.The Pedigree logo features the brand name in white on a yellow background with a red ribbon graphic.

Cat Single Serve Wet Food has 30% share of Cat & Dog Food Sales

Whiskas & Sheba are the Top 2 brands driving growth in the category, contributing £75m MAT

*Nielsen CPS Homescan 27<sup>th</sup> Jan 2024 | CWSS MAT Brand Growth Total GB excl. Pet Specialist*

Dog Wet Food accounts for 20% of Pet Food Sales

The top 3 brands are Butchers (14%), Winalot (10%) and Pedigree (10%) and are all in growth in the last year

(Share of Category)

*Nielsen CPS Homescan 27<sup>th</sup> Jan 2024 | Dog Wet Food Total GB excl. Pet Specialist*

In Convenience, small packs of Dry Food serve customer's needs the best

Harringtons is the largest brand of small bag Dog Dry Food, Purina One is the largest of Cat Dry Food

*Nielsen CPS Homescan 27<sup>th</sup> Jan 2024 | Dry Pet Food (Small Pack) Value Sales MAT Total GB excl. Pet Specialist*

Treating is a growing category in Pet Food, in the last year Cat Treats grew 14% and Dog Treats 12%

Dreamies is the Number 1 Cat Treats Brand and grew +£9.4m MAT, Pedigree is the Number 1 Dog Treats Brand and grew +£10.5m MAT

*Nielsen CPS Homescan 27<sup>th</sup> Jan 2024 | Cat & Dog Treats Value Sales MAT | Total GB excl. Pet Specialist*