

Market Intelligence Digest

Volume 2 Issue No. 33 | July 2020



The Department of Trade and Industry - Export Marketing Bureau (DTI-EMB) is mandated to oversee the development, promotion and monitoring of Philippine exports. The DTI-EMB provides the exporters the enabling environment to make them globally competitive.

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The Mintel logo, consisting of the word 'MINTEL' in a bold, black, sans-serif font inside a yellow speech bubble shape.

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For a Lower Carbon Pawprint

Start-up Alvar Pet offers high-quality, carbon-neutral dry dog food available on subscription for home delivery.



News Brief

The brand claims by switching to its food consumers can halve the yearly carbon footprint created from owning a dog. To achieve this, the brand sources sustainable Nordic ingredients that often come from surplus sources, offering both meat- and plant-based options. The brand also manufactures products close to its customer base using renewable wind power, and has direct deliveries without any middlemen. It uses only recyclable materials and offsets the remaining emissions with carbon compensation projects. The brand also provides personalized nutrition recommendations tailored for each dog.

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Why it matters

Brands launching environmentally friendly options in different categories are making it easy for consumers to make sustainable choices. In addition to their own health, consumers are also thinking about their pets' health in greater depth, leading to brands emphasizing different benefits like gut health and personalized foods for pets of different ages and needs. Brands are also creating products that both pets and owners can enjoy together, like pet pizza, and treats such as cakes to celebrate birthdays and occasions.

What we've seen

Conscious Cookies: Shangri-La at The Fort's Bake House is a sustainable bakery promoting a zero-waste solution to the food waste problem.

Target Pets: Target just launched direct-to-home, \$10 monthly pet boxes for dogs and cats.

Delivery for Everybody: To promote its delivery service in Argentina, Burger King is offering customers' pets a free, meat-flavored treat.

What's next

As mentioned in Mintel's Trend Driver *Surroundings*, consumers will prioritize sustainability to slow down the climate crisis. As consumers are re-examining their diets with environmental impact in mind, they will come to focus on their pets' carbon footprint as well. Consumer awareness of plant-based options will grow and, along with lab-grown meat, will look to these more sustainable protein sources for their pets. One-size-fits-all pet foods will become outdated as brands offering pet food tailored to specific dietary needs and preferences become a new standard.



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