

The Grocer

Focus On: Petcare

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Intro: Research published in the Journal of Advertising Research last year revealed that pet influencers are more pervasive than human ones, as they are perceived to be more sincere. So, as shoppers increasingly turn to social media to find product recommendations for their pets, what impact is this having on the category?

Petfluencers: High-profile pets

- Which 'petfluencers' have the most engaged online following?
- How are brands cashing in on their influence?
- Which specific petcare products are gaining traction on social media?

Innovation: Humanised pet food

- From dog ice cream to bone broth for cats, how are suppliers innovating for pampered pets?
- As shoppers increasingly treat their pets to human food, is petfood suffering?
- Which areas of petcare primed for growth?

Health concerns: UPFs and supplements

- Which suppliers are targeting shoppers' health concerns about their pets?
- Has petfood been impacted by concerns about UPFs?
- How are pet supplements faring?

Marketing: Appealing to owners

- What have been the standout marketing campaigns in petcare of recent months?
- Which brands have revamped their packaging to tap a new audience?
- How are brands personalising their offerings by breed, size, etc?

DTC versus in-store: The state of play

- How are supermarket sales of petcare products faring?
- What are the retailers doing to win back share from DTC?
- Are any new channels emerging as popular avenues for petfood?

Innovations: We will profile two new products or ranges. We need launch date, rsp, and a hi-res picture of each.