

# PETFOOD FORUM

Where the GLOBAL PET FOOD  
INDUSTRY does business



## Novel Proteins & Today's Pet Parent What's next?

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VP of Strategy & Innovation

**MarketPlace | Nextin Research**

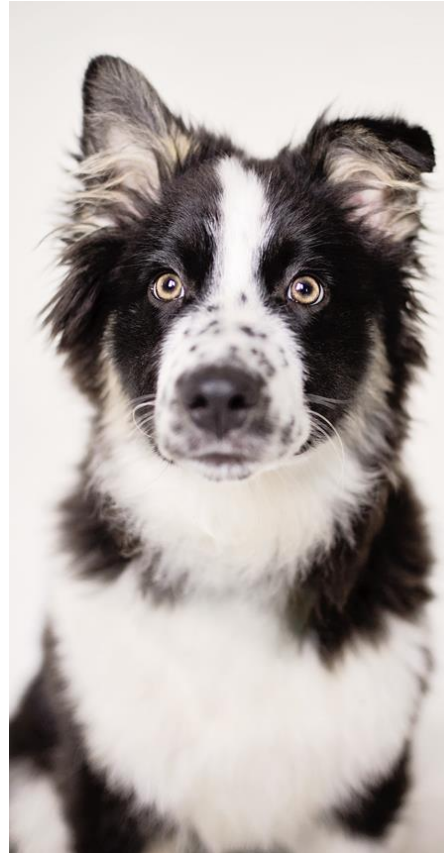
**#petfoodforum**

**April 28-30, 2025, Kansas City, Missouri, USA**

# Fresh data. Future insights.

Each year, we conduct our annual survey of U.S. pet parents.

These are the results from our **2025** research.

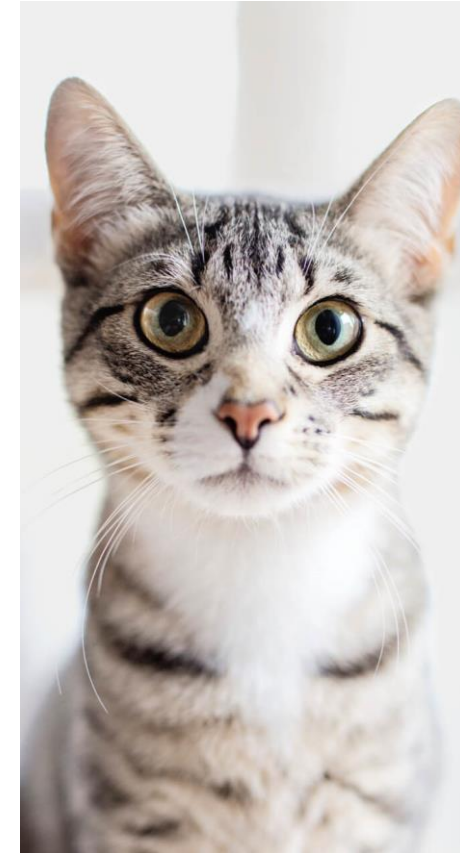


**1,201**

U.S. dog parents surveyed

**70%**

would feed a **dog food sample** made with a **novel protein**



**1,213**

U.S. cat parents surveyed

**58%**

would feed a **cat food sample** made with a **novel protein**

**Sources:**

[Nextin Research](#); Pet Category Trends: the Dog Edition, 2025. U.S. Dog Parents (n=1,201)  
[Nextin Research](#); Pet Category Trends: the Cat Edition, 2025. U.S. Cat Parents (n=1,213)

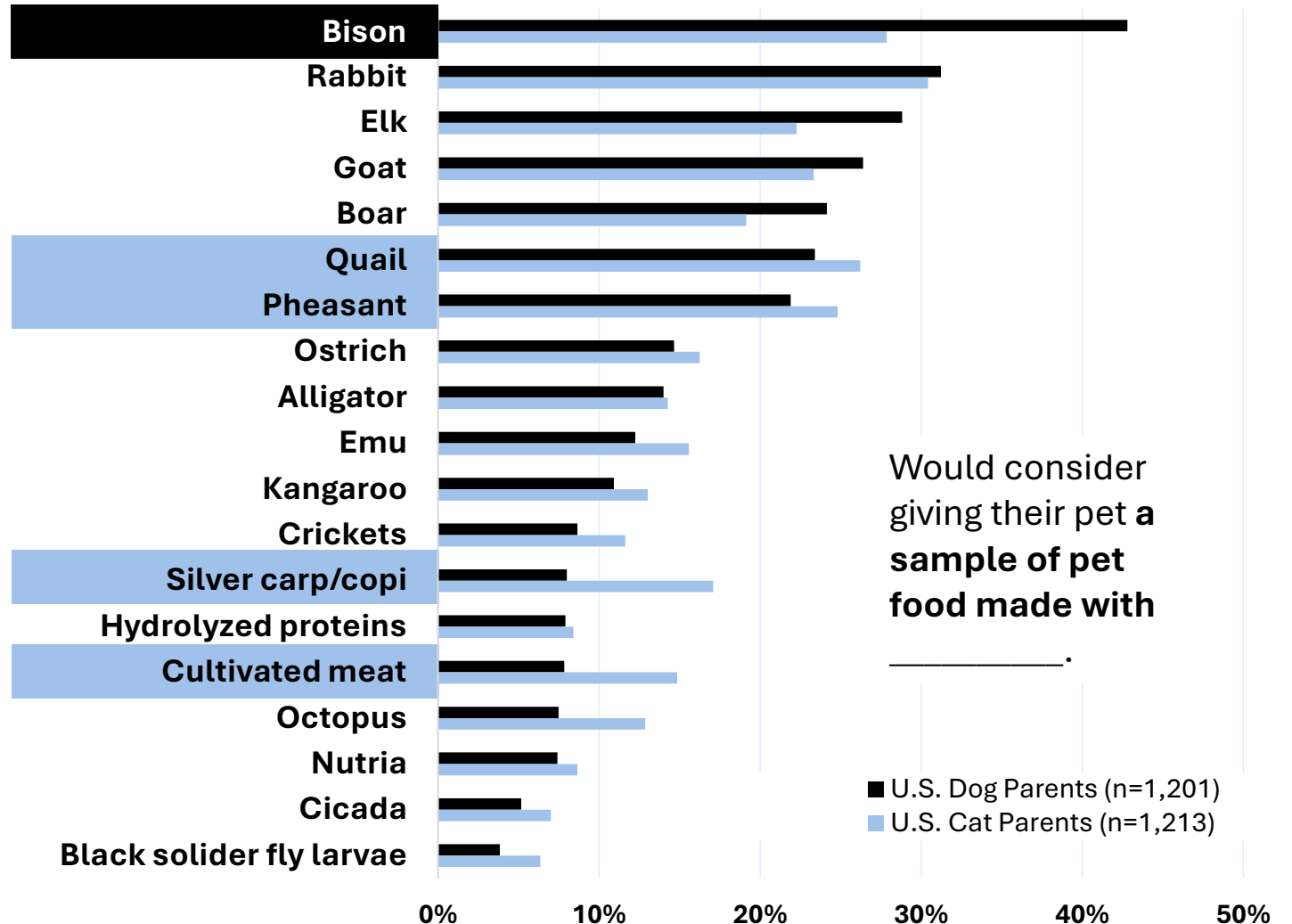
# Novel Proteins & Trial Potential

## Top Among Dog Parents

**43% Bison**  
**31% Rabbit**  
**29% Elk**

## Top Among Cat Parents

**30% Rabbit**  
**28% Bison**  
**26% Quail**



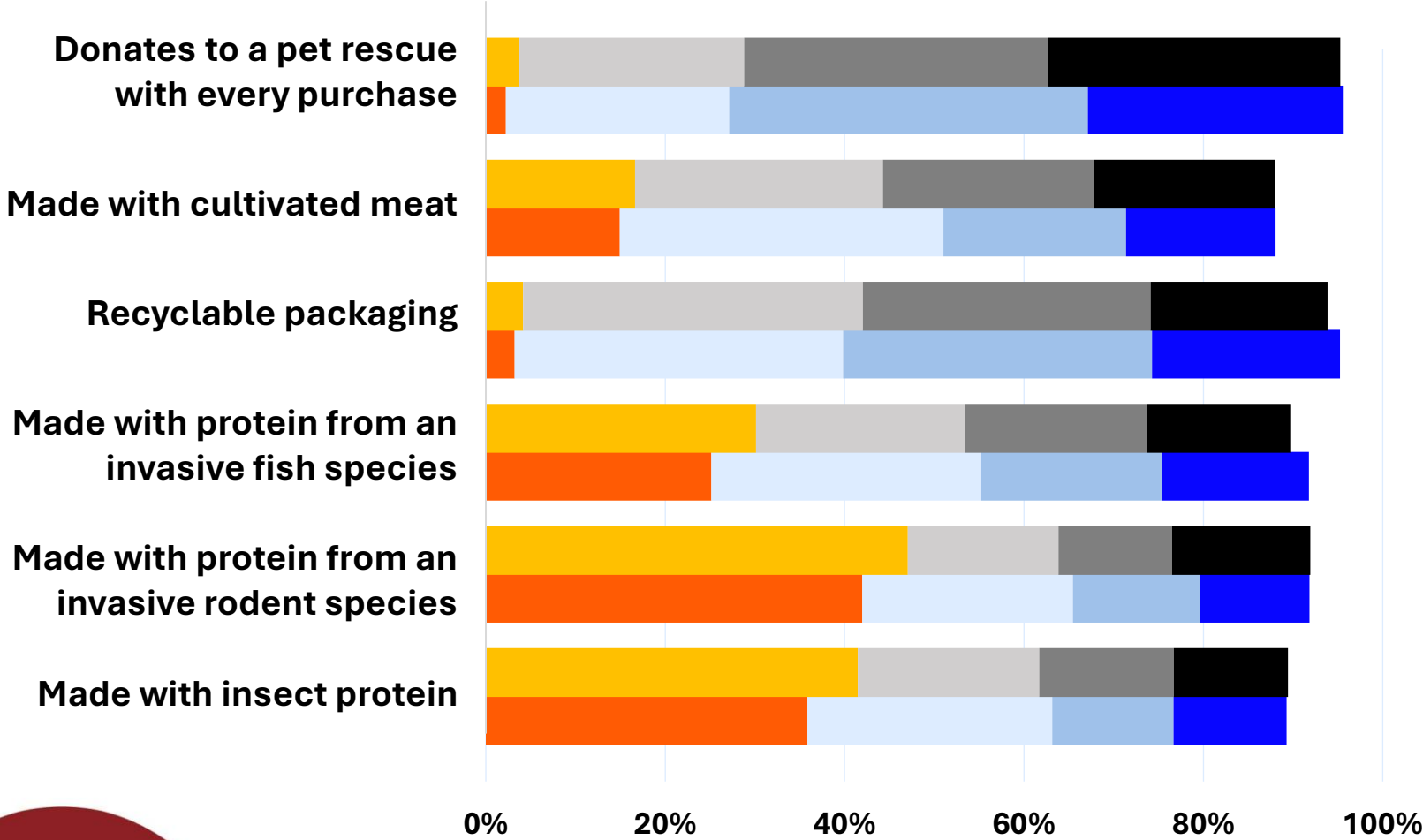
Sources:

[Nextin Research](#); Pet Category Trends: the Dog Edition, 2025. U.S. Dog Parents (n=1,201)

[Nextin Research](#); Pet Category Trends: the Cat Edition, 2025. U.S. Cat Parents (n=1,213)

# Novel Proteins & Purchase Intent

Rating the influence of attributes on pet food purchase decisions.



Dog	Cat
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Sources:  
[Nextin Research](#); Pet Category Trends: the Dog Edition, 2025. U.S. Dog Parents (n=1,201)  
[Nextin Research](#); Pet Category Trends: the Cat Edition, 2025. U.S. Cat Parents (n=1,213)





# Insect Protein-Interested Dog Parents

**64%**

have a **dog** between  
the **ages of 1-3**  
(+19 pts)

**63%**

feed their dog  
**supplements** weekly  
or daily (+17 pts)

**57%**

are **male**  
(+10 pts)

**32%**

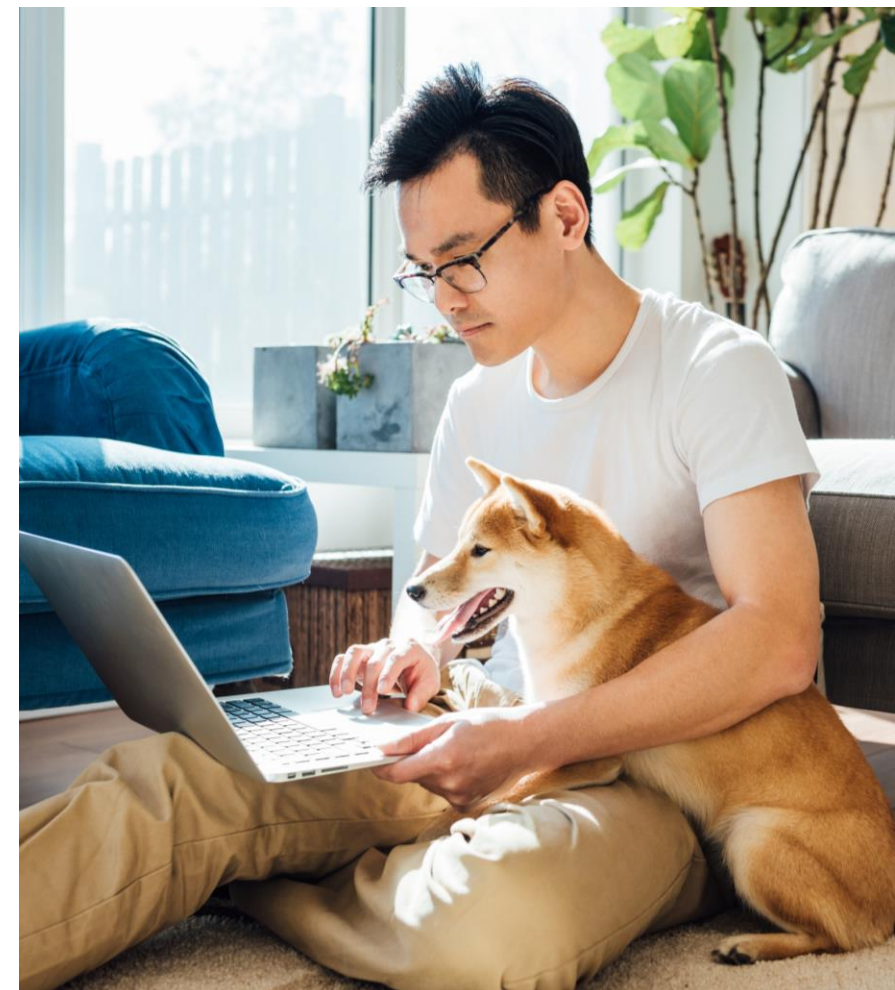
have bought **puppy**  
**food** in the prior  
month (+13 pts)

**52%**

also have a **cat**  
(+14 pts)

**56%**

are **under age 40**  
(+24 pts)



# Cultivated Meat-Interested Dog Parents



**40%**

say “**all natural ingredients**” would be a top-3 factor in selecting a **new** dog food

**42%**

have purchased **dog dental care** products in the prior 12 months

**33%**

seek pet health information and inspiration from **YouTube** (+10 pts)

**44%**

live in **urban** areas (+12 pts)

**39%**

say their dog “**goes almost anywhere [they] go**”

**42%**

have researched **pre-, pro-, or postbiotics** in the prior 12 months (+16 pts)

# Invasive Fish-Interested Dog Parents

**39%**

seek pet health  
information and inspiration  
from **Instagram** or  
**Facebook** (+15 pts)

**28%**

seek “**a particular brand**”  
when selecting a new dog  
food (+7 pts)

**27%**

feed their dog a  
**meal 3x** daily (+8 pts)

**40%**

say **price** is a top-3 factor  
when purchasing dog food

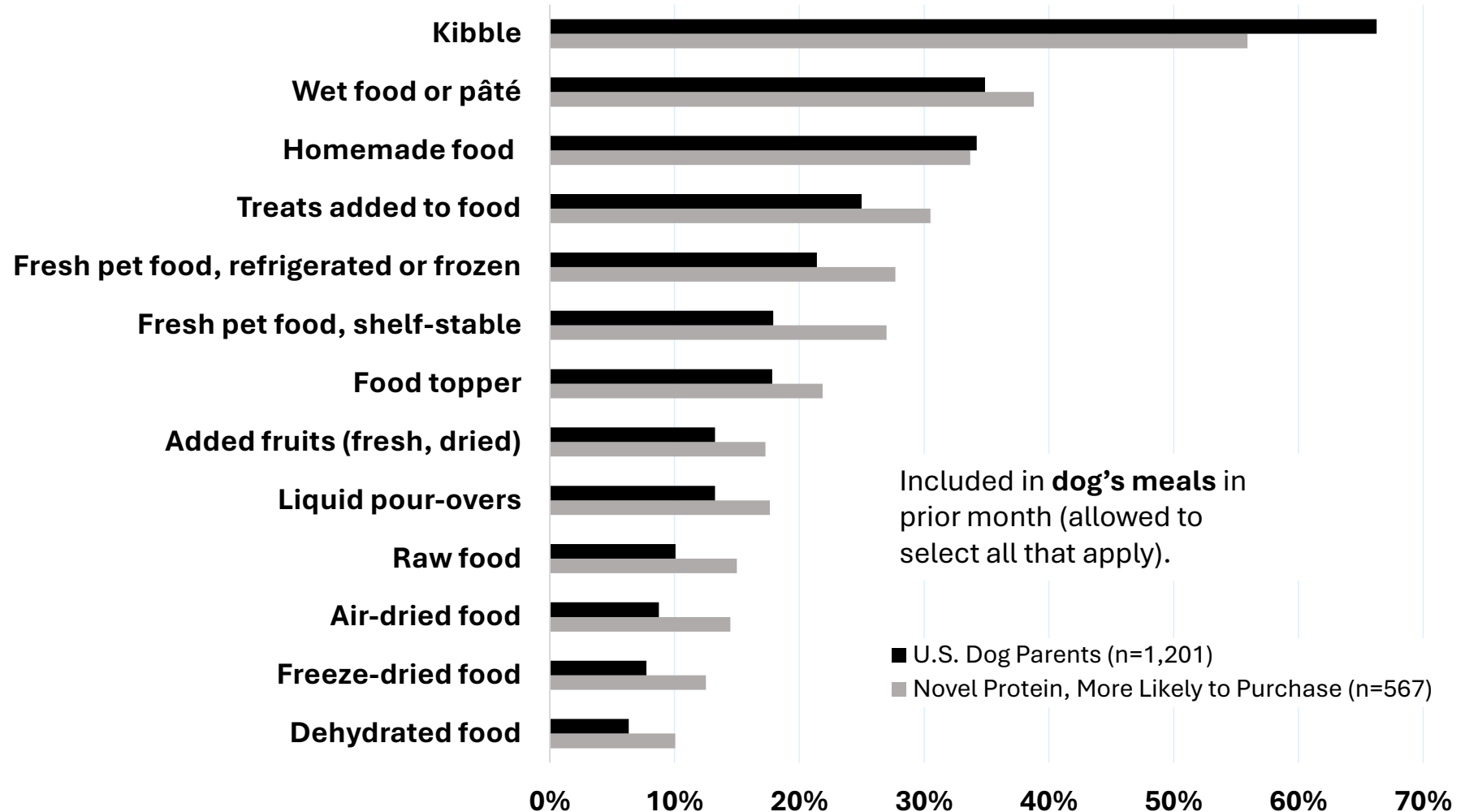
**20%**

seek “**a more sustainable**  
**option**” when selecting a  
new dog food (+8 pts)

**20%**

fed **dehydrated treats**  
(fish skins, etc.) in the  
prior month (+9 pts)

# Top Dog Food Formats





# Insect Protein-Interested Cat Parents

69%

have a **cat** between  
the **ages of 1-3**  
(+18 pts)

33%

feed their cat  
**breed-specific** food  
(+15 pts)

31%

have a **purebred** cat  
(+16 pts)

32%

have bought **kitten**  
**food** in the prior  
month (+16 pts)

55%

give their cat a  
**supplement** daily or  
weekly (+26 pts)

73%

also have a **dog**  
(+21 pts)



# Cultivated Meat-Interested Cat Parents

**32%**

say “**style of food (dry, wet, raw)**” would be a top-3 factor in selecting a **new** cat food

**41%**

have fed their cat **soft and chewy treats** in the prior month

**52%**

turn to video platforms for pet health information **YouTube, Instagram, TikTok, TV** (+15 pts)

**31%**

say “**all natural ingredients**” would be a top-3 factor in selecting a **new** cat food (+6 pts)

**22%**

have fed their cat **eggs as a treat** in the prior month (+10 pts)

**45%**

live in **urban** areas (+15 pts)

# Invasive Fish-Interested Cat Parents

34%

have cats that live both  
**indoors and outdoors**  
(+8 pts)

39%

say “my cat has been  
eating the **same brand**  
**of food** most of their  
life” (-7 pts)

31%

feed their cat an  
**appetite-stimulating**  
**cat food** (+10 pts)

33%

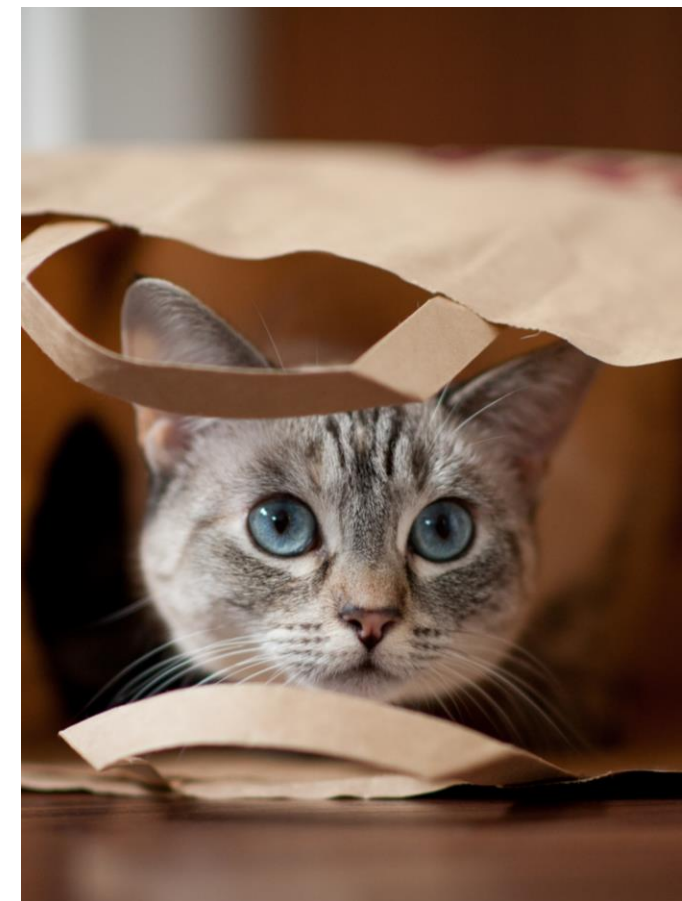
say **price** is a top-3 factor  
when purchasing cat food

27%

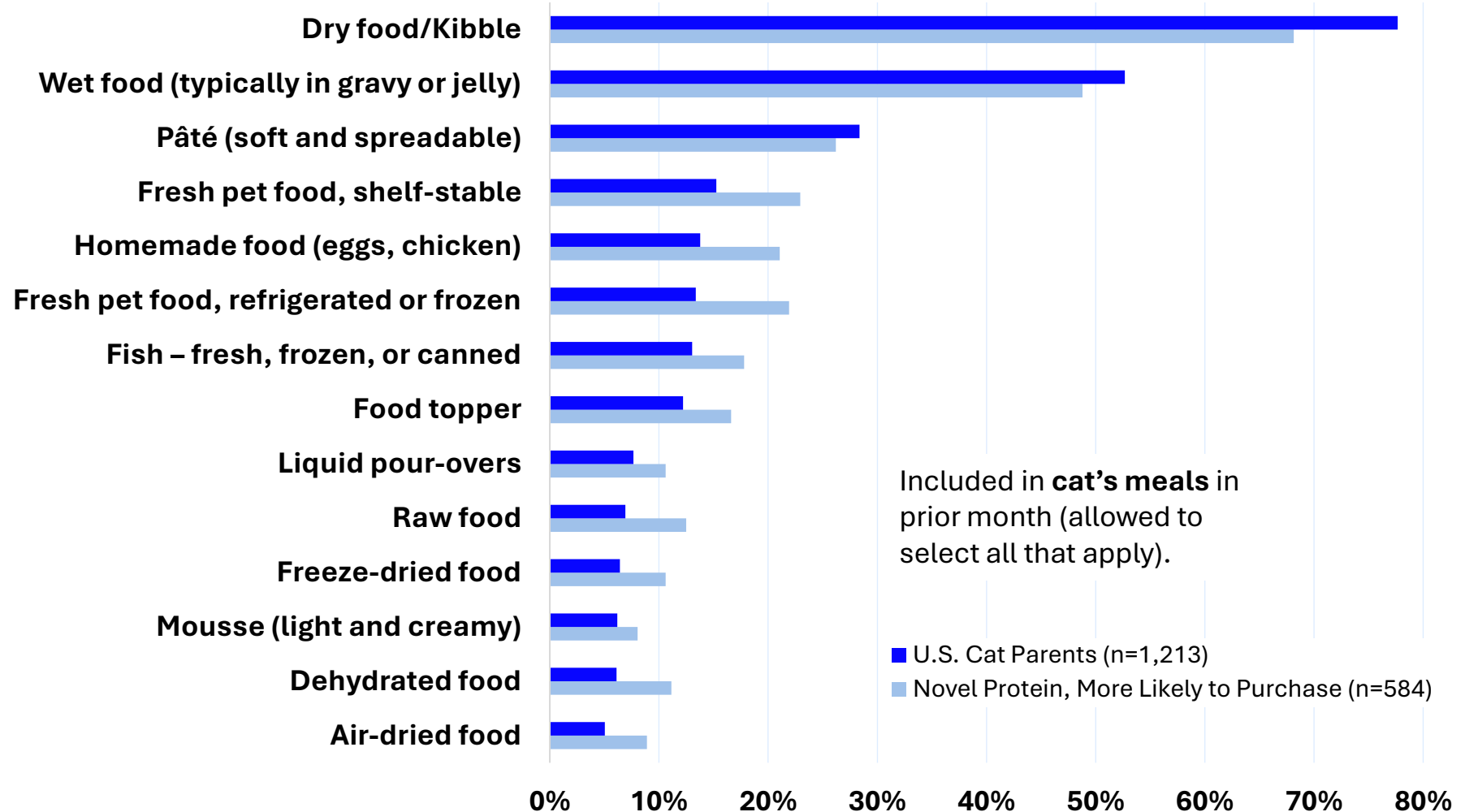
have researched  
**vitamins and/or**  
**minerals** in the prior  
12 months (+10 pts)

31%

**add treats** to their  
cats’ food

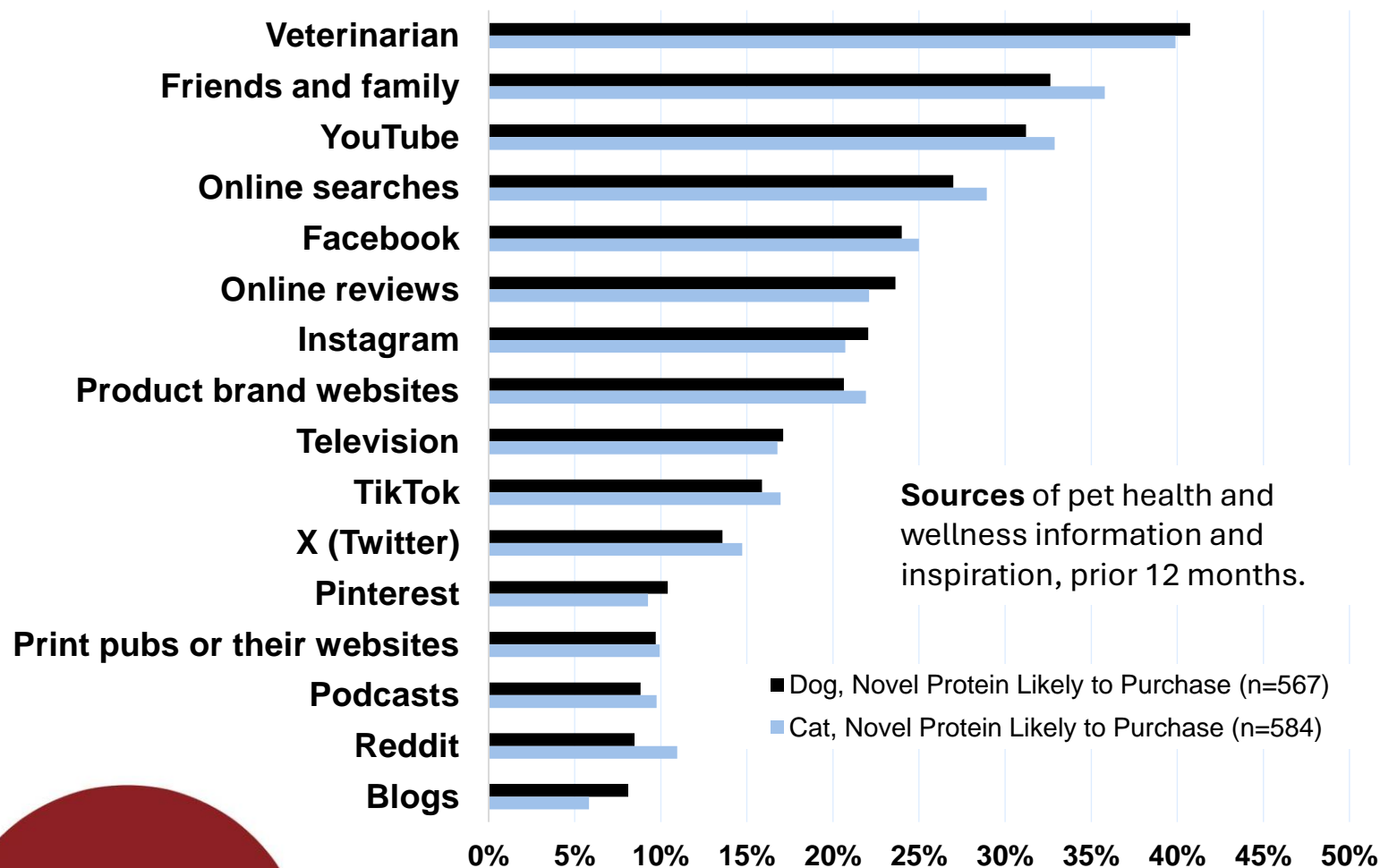


# Top Cat Food Formats





# Information Sources & Influencers



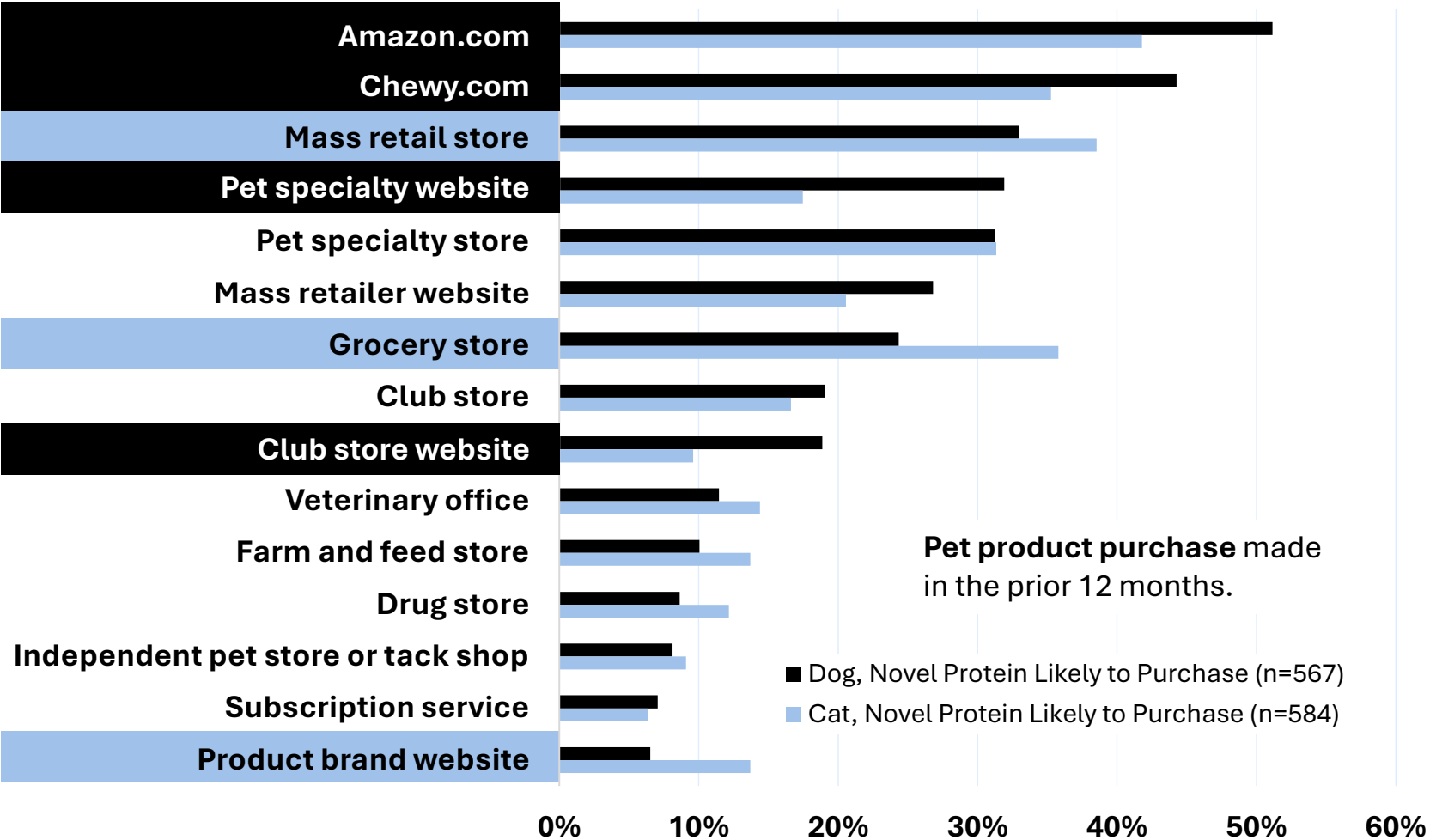
**Sources:**

[Nextin Research](#); Pet Category Trends: the Dog Edition, 2025. U.S. Dog Parents who say they'd be more likely to purchase a dog food made with a novel protein (n=567)

[Nextin Research](#); Pet Category Trends: the Cat Edition, 2025. U.S. Cat Parents who say they'd be more likely to purchase a cat food made with a novel protein (n=584)

# Retail Channels for the Novel Pet Parent

Download today's presentation:



Source: [Nextin Research](#); Pet Category Trends: the Dog Edition, 2025. U.S. Dog Parents who say they'd be more likely to purchase a dog food made with invasive fish species (n=436)





# Thank you

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[MarketPlaceBranding.com](http://MarketPlaceBranding.com)

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