



Pet Food Trends & Analyses

Knowledge Inspired,
Quality Driven.

SGS

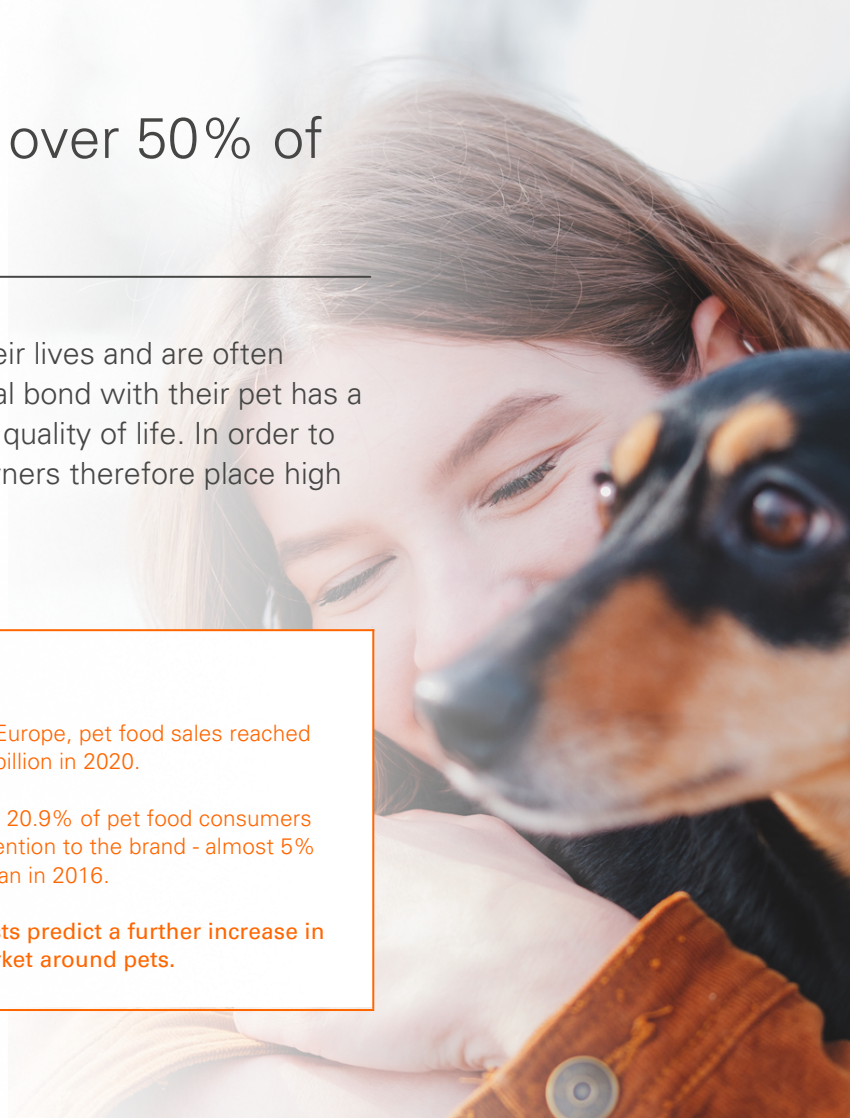
Best friends. Pets live in over 50% of German households.

For many people, pets bring enrichment to their lives and are often considered full family members. The emotional bond with their pet has a demonstrably positive effect on their owners' quality of life. In order to ensure the quality of life of the animal, pet owners therefore place high demands on species-appropriate food.



Facts & Figures

- In 2021, 16.7 million cats and 10.3 million dogs lived in Germany - double the amount compared to 2010.
- In 2021, € 1.79 billion was generated in the stationary trade with ready-made food for cats - and € 1.68 billion with dog food.
- Across Europe, pet food sales reached € 20.8 billion in 2020.
- In 2021, 20.9% of pet food consumers paid attention to the brand - almost 5% more than in 2016.
- **Forecasts predict a further increase in the market around pets.**





The turnover with pet supplies in the online trade almost doubled to € 1.01 billion between 2016 to 2021.

New nutritional trends, secure raw material sourcing, supply chain tracking, and proper declaration are examples of requirements that successful products in the pet market must overcome. Together with SGS, you can master these challenges.

Rising import prices for raw materials

The increase in the price of raw materials meat, tinplate or soya, for example, require the development of new supply chains and the selection of new suppliers.

SGS tests nationally and internationally according to the same high standards. Your local Customer Service will coordinate with our international laboratories on your behalf.

With our analysis results, you can compare the composition of raw materials from different sources and thus ensure the quality of your product.



A variety of diets for dogs and cats: The declaration must be right

A species-appropriate animal nutrition requires the healthy composition of the feed. The varieties are as diverse as the breeds.

However, the following applies to all of them:
The declaration and quality of feed must be correct.

In the case of an internationally offered product we support our customers with international declaration tests, taking into account European standards and national regulations.

In addition to many other relevant tests for quality assurance, we offer special test packages according to the FEDIAF nutritional guidelines for wet and dry feed.





Our investigations focus
on the safety and
harmlessness of the
animal feed.

Transparency and authenticity play an important role for consumer trust. This is especially true when it comes to product novelties.

More transparency

Hygiene and the correct labelling of products are particularly important for consumers. By including additional labeling out with legislative requirements, you can assure your consumers of the safety of your products.



The name use programme

We offer manufacturers the possibility to advertise defined product properties with the addition "tested by SGS INSTITUT FRESENIUS". The product is regularly tested for agreed analysis parameters in our laboratory. This is how we ensure consistently high product quality.

The SGS INSTITUT FRESENIUS quality seal

For even greater added value, pet food products can be awarded the SGS INSTITUT FRESENIUS quality seal. In the quality seal test programme, we check the entire value creation of the product, including all processes.

Test authenticity to not give food fraud a chance

Pet owners are very emotional about their pet's diets. They want to be able to rely on the declaration.

Claims such as "mono-protein" or "100% beef" can be reliably tested in our laboratories.

A new challenge is the use of insect meals in animal feeds. Animal protein is popular due to its valuable amino acid composition and resource-saving production. In our laboratories, we answer the question of whether only approved, high-quality insects were used for the insect meal and use NGS for this purpose, a molecular biological DNA identification method.



With this SGS service, we are one step ahead of food fraud in pet food.



We apply our
expertise to the full
extent for your project.

With SGS INSTITUT
FRESENIUS, you can
strengthen your
consumer's confidence in
the quality of your
products.

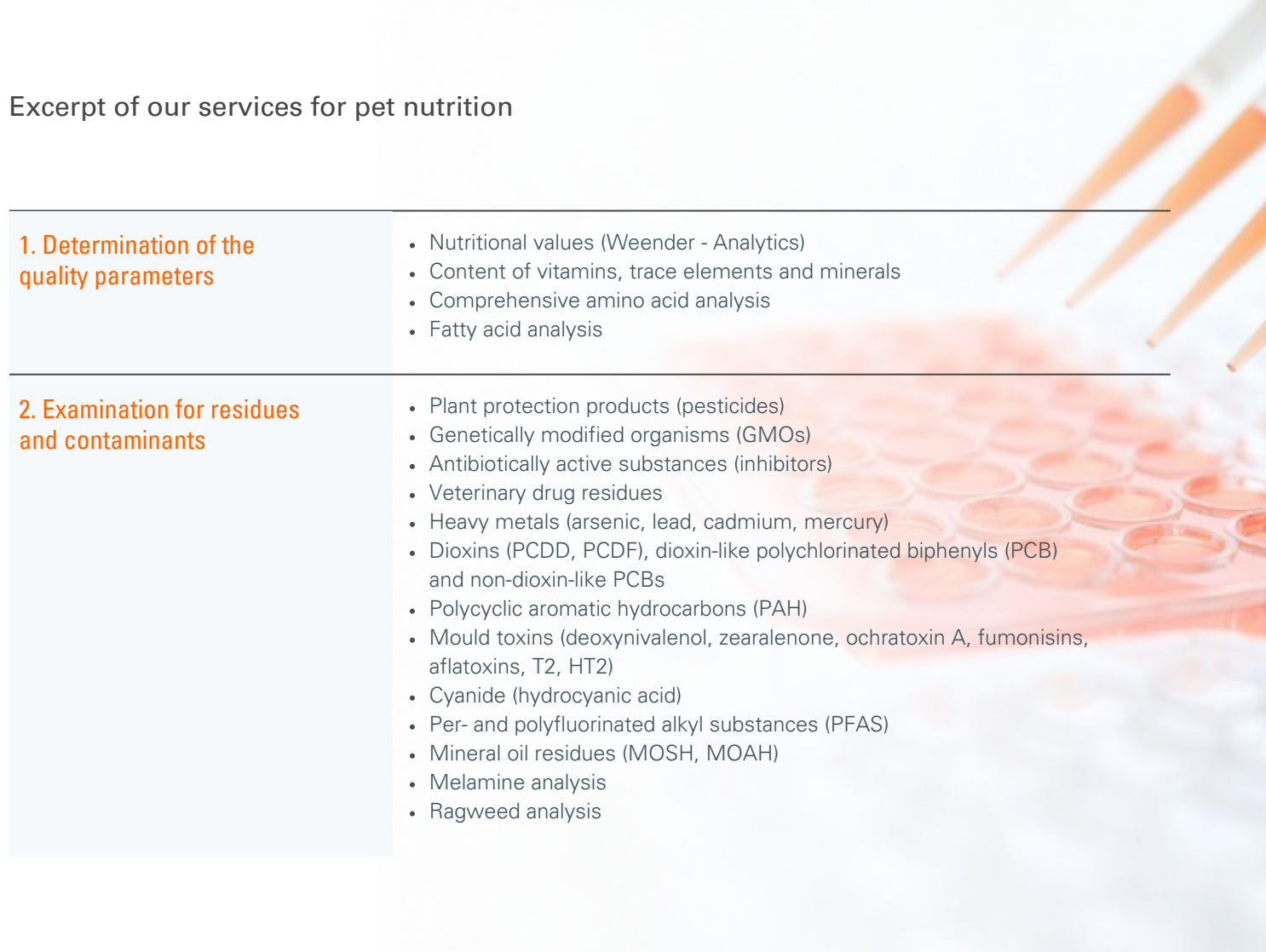
Excerpt of our services for pet nutrition

1. Determination of the quality parameters

- Nutritional values (Weender - Analytics)
- Content of vitamins, trace elements and minerals
- Comprehensive amino acid analysis
- Fatty acid analysis

2. Examination for residues and contaminants

- Plant protection products (pesticides)
- Genetically modified organisms (GMOs)
- Antibiotically active substances (inhibitors)
- Veterinary drug residues
- Heavy metals (arsenic, lead, cadmium, mercury)
- Dioxins (PCDD, PCDF), dioxin-like polychlorinated biphenyls (PCB) and non-dioxin-like PCBs
- Polycyclic aromatic hydrocarbons (PAH)
- Mould toxins (deoxynivalenol, zearalenone, ochratoxin A, fumonisins, aflatoxins, T2, HT2)
- Cyanide (hydrocyanic acid)
- Per- and polyfluorinated alkyl substances (PFAS)
- Mineral oil residues (MOSH, MOAH)
- Melamine analysis
- Ragweed analysis



3. Microbiological testing

- Total microbial count, yeasts and moulds
- Pathogenic germs (e.g. salmonellae, clostridia)
- Enterobacteria
- Storage tests

4. Authenticity check

- Determination of the animal species in the raw materials and end products (also insect species identification)

5. Exams

- Formal labelling test according to Regulation (EC)767/2009
- International declaration test
- Testing according to FEDIAF
- Sensory testing

6. Audits

- IFS audits
- Supplier audits

7. Claims

- SGS INSTITUT FRESENIUS quality seal
- Name use "tested by SGS INSTITUT FRESENIUS"



We ensure our laboratory quality through independent audits, strict training and competence standards, and participation in interlaboratory tests.

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Contact us

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WHEN YOU NEED TO BE SURE

SGS