

Global Pet Expo Takeaways

Health and Wellness

The health and wellness category has been able to grow immensely in recent years due to pet parents wanting to get ahead of problems and avoid vet visits when possible. Companies leading the category have been meeting consumer needs through providing solution-based products that continue to aid in pets' overall well-being. Leaders that exhibited at the expo were pleasantly pleased with the turn out of the show and are grateful for the opportunities Global Pet Expo provides.

"The Global Pet Expo was terrific. The buyer traffic was very strong," said Julie Creed with Pure & Natural Pet.

"We had great interest from foreign buyers as well as domestic buyers who were not 'just looking' but ready to buy and hoping to find the right partner to help them grow their business."

"We had a newsletter drop shortly after the show with a lot of updates," said Creed. "Our show specials continued to April 7 allowing retailers plenty of time to take advantage of added savings with our Pure and Natural Pet and Pro-Coat Grooming brands."

"We had a large number of international distributors and retailers visit our both. We will continue efforts to greater support these channels globally," she said.

"If you have a pet, you know 'pet smells' or stains can be problematic. Our new Stink & Stain Away Spray is an all-natural, plant-derived spray that quickly neutralizes foul smells. The spray is safe to use on hard surfaces, carpet, furniture, clothing, rugs, kennels and directly on your dog, especial-

ly around the anal gland area. It also works extremely well on your cat's litterbox," said Creed.

While preparing for the show, Nordic Naturals had taken note of the various trends that were leading the way in the health and wellness category.



"I think what is important for people to know is that weren't at the show, we are very committed like we always have been—for years, decades even—to helping animals and animal nutrition. That our products, whether they are nutritional or supplements or grooming, we really take a lot of care—and they are scientifically formulated and tested—to make sure that we are getting the best product for the animal. We are very science backed and based. We have a lot of products that have been around for years, maybe that just haven't gotten as much marketing love in the past, but they are still around. Whether that's our grooming line for Fresh and Clean or some of our supplement products like our high calorie supplements, those products are still some of the best on the market and in high demand. I think if people want to find out more they should contact us, or one of our distributors!"

— Andrea Henderson, Pet-Ag

"We've noticed that some fish oil manufacturers have introduced pump applicators on pet omega-3 products," said Brian Terry, VP Sales. As with any application method, it is important to keep air away from the oils as much as possible as exposure to oxygen can adversely affect the delicate omega-3 fats. It is equally important that the fish oil remains free of bacteria and other contaminants from the household environment. Nordic Naturals' popular blue glass bottle with cap seals in freshness with no residual fish oil stuck inside a pump. It consistently protects the purity and integrity of our pet (and human) omega-3 products."

"The past few years have presented unique challenges in terms of ingredient sourcing and supply chain continuity, but also opportunities to staff up in ways that were unimaginable prior to remote work," said Terry. "Nordic Naturals has responded to these changes with a mix of improved forecasting and

contingency planning so that we are able to meet our business goals and remain a reliable partner for distributors and retailers. Also, we have spent many years cultivating our role as a leading manufacturer of nutritional supplements with a reputation for top-quality products. This credibility goes a long way in maintaining partnerships and growing our business, whatever the specific state of the market."

"The pandemic heightened awareness around the need to prioritize the health of one's family, and many people took a proactive approach by investing in good nutrition and supplementation to stay well. There's probably been a slight dip in that awareness compared with a peak a few years ago, but the follow-on effects are still strong. And it's not just a mindset like 'I should

probably start my family on supplements, just to be safe.' It's also a greater attention to differences between brands when it comes to things like ingredient quality and reputation, which remains a crucial growth driver for a legacy brand like Nordic Naturals. Customers who use our human products know that our pet omega-3 products contain the same high-grade fish oils that are trusted throughout the natural products industry," Terry said.

In reference to how trends have been influencing retailer partners demands and requests, Terry mentioned that convenience and quality go hand in hand.

"Product convenience is important to customers, but it always must be compatible with quality, which equates to freshness and purity when it comes to omega-3 fish oil," he said. "As we hear about customers' preferences, whether it's for a new application method or a

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new ingredient or product, we consider them in light of current nutritional science. Whenever Nordic Naturals can meet our customers' needs while maintaining our core commitment to product quality and brand excellence we consider it a success."

As health and wellness has grown to include various subcategories, such as grooming and supplements—all of which can be considered preventative care as well—supplement producer Bimini Pet Health had many things it wanted retailers to see when stopping by the company's booth this year.

"We are reintroducing our brand in a new form," said Owner Sam Murrani in a previous interview with *Pet Insight*. "So that's kind of the major thing and obviously we're also a contract manufacturer so the two things together are kind of maybe the focus for us this year. We have a target obviously to reach a certain number of representatives from companies that want to add a supplements line or a new treats line to their existing businesses. Our presence there is a targeted presence for that purpose."

"This is the first time we as company have been at the show," Murrani continues. "This is actually the inaugural visit for us. Now the reason why we chose Global No. 1 is obviously the size and it is a global expo whereby you get people coming from all over the world to attend it. It's kind of, in our view, the premiere pet products show, and we felt that would be a good debut for us rather than choosing something else. Obviously being part of the APPA has its advantages."



If attendees were left with one message upon leaving the company's booth, Murrani hoped it would be, "That they would have met with a company that is serious about providing high quality supplements and treats within the pet health supplements market and

we are very committed like we always have been—for years, decades even—to helping animals and animal nutrition," she continued. "That our products, whether they are nutritional or supplements or grooming, we really take a lot of care—and they are scientifically

formulated and tested—to make sure that we are getting the best product for the animal. We are very science backed and based. We have a lot of products that have been around for years, maybe that just haven't gotten as much marketing love in the past, but they are still around. Whether that's our grooming line for Fresh and Clean or some of our supplement products like our high calorie sup-

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that they would consider us for developing their lines for them or working with us on getting our Bimini's Best line of supplements that is our own brand and either way for us that would be an important thing. Whether they don't want their own brand and they just want to stock our brand or if they want to start their own brands, we can help them both ways," he said.

Although Global has become a space for sharing the latest and greatest in the industry, Pet-Ag highlighted it is also a great place to show customers and partners that the 'tried-and-true' products still remain.

"It went really well for us," said VP of Marketing Andrea Henderson. "It was an incredibly successful show for us in terms of the number of people that came by and the number of customers and potential customers that were excited about our new products and some of our tried-and-true products that have been around for a long time. They were excited to see them being featured again and knowing that we had commitment to those products that they trust in."

"I think what is important for people that weren't at the show to know is,

Pet-Ag felt validated and solidified when seeing how many companies have been branching out into cat supplements, something the company is very familiar with. When looking at the bigger trends during Global, Henderson mentioned, "Within health and wellness, 'condition specific' was really big, and the 'one a day vitamin' for dogs and cats."

Alongside this, "The increase in seeing supplements that are cat friendly, there is not a huge market, but a lot of cat owners are buying supplements, and there is something there especially in the format because cats are a little bit more finicky. That was pretty interesting to us and a nice validation for what we have been doing for a while in the supplement spaces for cats."

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