



CONSUMER SURVEY

Packaging Solutions for Pet Treats

TricorBraun is an established leader in insight-driven pet treat packaging

Curious about the latest trends in pet treat packaging? Understanding what consumers need is crucial to your brand's success. At TricorBraun, we track both consumer behavior and market trends to provide today's most in-demand packaging solutions.

We help brand owners drive consumer loyalty through packaging that meets consumers' preferences and enhances consumer experience. TricorBraun commissioned The Harris Poll to survey US pet owners who purchased treats for their dogs or cats in 2021 (pet treat purchasers), to gain insight into their purchase frequency, buying behaviors, and packaging preferences.

Nearly 2/3 of pet treat purchasers (64%) prefer to purchase pet treats in flexible packaging over rigid packaging. Flexible packaging is key to meet the features that are important to consumers, including convenience, ecommerce, and freshness.

Read on for major findings from consumer insights and the related TricorBraun products to support your brand.

INSIGHT-DRIVEN PACKAGING SOLUTIONS

According to WSGN, pet ownership boomed during the pandemic. Now, pet treat spending is up and purchasing frequency is increasing. TricorBraun can help you commercialize packaging that drives brand loyalty and increases your bottom line. TricorBraun provides FLEXIBLE and RIGID options for the pet market, including sustainable, resealable, and ecommerce optimized solutions.

Convenience

Leverage packaging that is **easy-to-open**, **easy-to-reseal**, and **grab-and-go** formats for optimal convenience. Resealable packaging for treats or supplements, single-serve packaging for gummies and bars.

58% of pet treat purchasers say it is important their pet treat packaging is lightweight.

PACKAGING SOLUTIONS

FLEXIBLE

- Stand-up pouches
- Spouted pouches

RIGID

- 63mm wide-mouth gummy packer
- Round or square packers
- Aluminum canisters



TricorBraun Solution:
63mm Wide-Mouth
Gummy Packer





Ecommerce

Products should be eye-catching and instantly communicate the nature of the offering. Packaging in this space is **lightweight, shatterproof, and secure** to ensure package integrity when it arrives at consumer's doorsteps.

43% of those who purchased pet treats online in 2021 purchased more online in 2021 than they did in 2020.

PACKAGING SOLUTIONS

FLEXIBLE

- Stand-up pouches, flat pouches

RIGID

- Round or square packers
- Aluminum canisters



Freshness

Resealable packaging helps ensure freshness and food safety. Packaging should have simplified labels, transparent packaging and windows, clear containers.

85% of pet treat purchasers say it is important their pet treat packaging is resealable.

PACKAGING SOLUTIONS

FLEXIBLE

- Stand-up pouches with windows
- Block bottom bags with pocket zippers
- Spouted pouches

RIGID

- Large-format jars



SUSTAINABILITY MATTERS

With consumers placing high value on eco-friendly packaging, it's important that your sustainability efforts are communicated. TricorBraun offers the perfect sustainable packaging solutions that meets consumers' preferences and enhances the consumer experience.

72% of pet treat purchasers say it is important their pet treat packaging is **recyclable**, 62% say it is important their pet treat packaging is **compostable**.

Biotrē 3.0®

Brands can offer reassurance to eco-conscious customers with **TricorBraun Flex's Biotrē 3.0**, which is Biodegradable Products Institute (BPI) certified compostable.

THE EVOLUTION	
Biotrē™ 1.0	60% compostable, 60% renewable, not including the valve. Earth-friendly, heat sealable barrier material. Available in all our Biotrē™ stock packaging lines
Biotrē™ 2.0	60% compostable, all-renewable film layers and degassing valve. Currently available in our custom packaging.
Biotrē™ 3.0	AVAILABLE NOW: Biotrē 3.0 is certified compostable by the Biodegradable Products Institute (BPI). Majority of film layers are made from plant-based sources. Curbside compostable per ASTM.



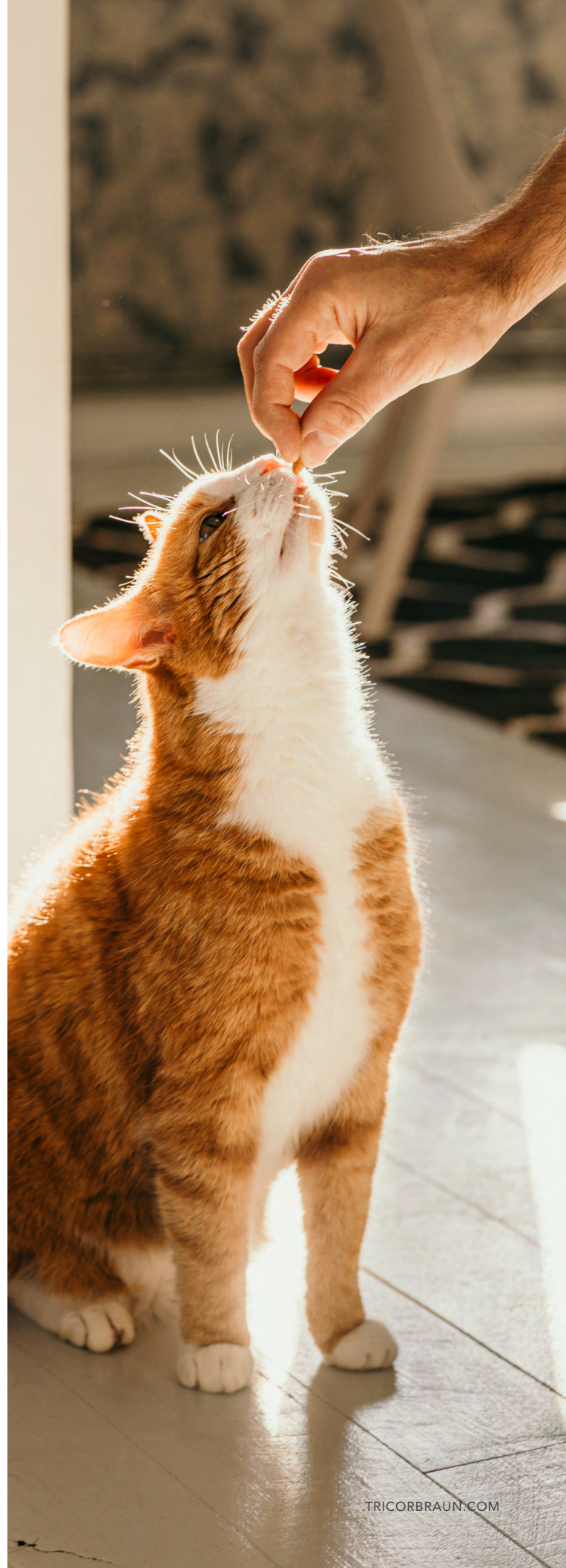
PolyRecycle by TricorBraun Flex™

TricorBraun Flex has developed PolyRecycle by TricorBraun Flex™, a How2Recycle pre-approved, flexible polyethylene (PE) film packaging material.



Stock Bags: Compostable Paper Tin-Tie Bags with PLA Liner

Paper tin-tie bags are most often used as a retail take away bag or for short term storage. PLA or Polylactic Acid, is a clear, crisp film made from the sugars in corn starch. Can be ordered online [here](https://www.tricorbraun.com).



FLEXIBLE PRODUCT OFFERINGS

Flexible Packaging

- Stand-up pouches with window
- Spouted pouches
- Block bottom bags with pocket zippers
- Sustainable packaging
- Digital Printing
 - » Minimum: 1,000 bags per variety
 - » No pre-press charges
 - » Pricing: All pricing and ordering is available online at pbinow.com/digital



Resealable Closures

- Press-to-close zippers
- Sliders
- Pocket zippers
- Tin-Ties



Stock Packaging and Online Ordering - Flexibles

Our flexible stock packaging can be ordered directly from our website, tricorbraunflex.com, and our bags are shipped from our local warehouses within 24-48 hours of order placement. Stock bag minimums are just one case, which range from 250 – 2,000 bags, size dependent. We can also print a stock bag via our Stock Customization Program that includes Hot Stamp, Letter-Press Printing and Label Application services.





Custom Printing



DIGITAL

- Standard lead time 6-8 weeks; expedited 3-5 weeks (+shipping)
- MOQ 1,000 bags
- No prepress charge
- All pricing available online at www.pbinow.com/digital



ROTOGRAVURE

- Print up to eight colors
- Lead time 10-12 weeks
- MOQ varies per size
- Prepress charge: \$300/color



FLEXOGRAPHIC

- Recommended for printing on paper
- Print up to ten colors
- Lead time 10-12 weeks
- MOQ varies per size
- Prepress charge: \$300/color



Pet ownership skyrocketed as a result of the pandemic, and consumers are spending more on their pets. **59% of pet treat purchasers expect to spend more on pet treats in 2022 than they did in 2021.**

At TricorBraun, we develop packaging solutions that help our customers win. Whether your goals are stock or custom, short term or long term, straightforward or complex, we work with flexibility toward the best integrated solution for your needs.

About the Survey

This survey was conducted online within the United States by The Harris Poll on behalf of TricorBraun between January 10-12, 2022, among 2,058 adults ages 18+, among whom 1,394 purchased pet treats for their dogs or cats in 2021. Results were weighted for age within gender, region, race/ethnicity, income, education, and size of household where necessary to align them with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online. Respondents for this survey were selected from among those who have agreed to participate in online surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in our panel, no estimates of theoretical sampling error can be calculated.

Questions about incorporating market trends into your current pet treat packaging? Let TricorBraun help you develop meaningful packaging solutions that deliver on consumer preference and ultimately win at the shelf.

Contact us at marketing@tricorbraun.com to get started today.