

Latest Emerging Trends in Dog Food Industry - Literated Market Research

Companies are advocating a rotating diet to provide a complete range of vitamins, mineral and nutritional food for the healthy development of the dog

BANGALORE, INDIA, October 1, 2015 /EINPresswire.com/ -- The choice of food for a pet dog is important and is based on certain parameters such as the dog's age, body condition, health history and the budget. The trick to choosing the best dog food is to choose the right product with the real ingredients and to look into the benefits offered by each product.



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The pace towards natural and organic ingredients in dog food was hastened by the huge recall of dog food throughout the industry in 2007. Terms like natural, organic, human-grade, free-range, holistic and quality are being noticed more and more on the packets of dog food and in the marketing slogans. This trend is driven by the concept of humanistic attitude towards pets and a working knowledge of semantics, marketing and science is required today to read dog food labels.

Another rising trend in dog food is similar to those with human food where people are looking to eat locally and to know where your food comes from. Many of the dog food manufacturers are concentrating on local sourcing of the ingredients and trying to source the ingredient that are farm-bred protein sources, regional grains, fruits and vegetables.

Some companies are offering customized recipes "designed" for the dog's dietary requirements to cater to the very specific nutritional needs and taste preferences of pets. Factors such as allergies can play a role in determining the best diet for your pet apart from the usual considerations like the breed, age, gender and size. Modern customized pet food is generally fortified with supplements to boost the immune system and revive joints of the pet dogs.

With the number of overweight dogs increasing every year, obesity in dogs has become a serious problem. The dog food manufacturers are also gearing up to meet this challenge by researching on new dog food products. A range of dog foods these days offer low-fat and reduced-carbohydrate diets to strict control of portions.

Companies are advocating a rotating diet to provide a complete range of vitamins, minerals, fibers and all the other elements for the healthy development of the dog. However, while this new concept is a good, it is countered by the warning from veterinarians that dogs can't easily accommodate a sudden change in their diet.

In the raw food section, locally sourced ingredients and meat that are claimed to be USDA inspected

are gaining popularity. In this segment, raw meat producers are offering items ranging from grass-fed bison to free-range emu and from chicken necks to lamb tripe.

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