The humanization of pets is an ongoing trend impacting the pet food market. As people become more informed about healthy and mindful eating for themselves, they want to make similar choices in what they feed their dogs.

**DOG FOODS PURCHASED**

- The younger generations tend to be more experimental, purchasing a variety of dog foods that provide different health benefits for their pets.
- Gen Z and Millennials have been raised in a society where there has been much more attention paid to healthful ingredients and their belief in these alternatives for their dogs is apparent.

**PREMIUM VS GENERIC**

- Despite the shift to other types of dog food, there is still a strong dependency on premium and basic dog food.
- Compared to 2018, the dependency on basic dog food has declined but still represents a strong minority. Premium dog food is on the rise, most popular among older generations.

**DOG FOOD INGREDIENTS**

- Generational differences highlight a strong trend regarding dog food with more healthful ingredients. The purchase of one or more of these foods in the past year is highest among Millennials followed by Gen X, with Boomers being the least likely to do so. However, generations trend fairly similarly in ingredients purchased, with the most common being non-GMO and human-grade.
- Younger generations are again more likely to purchase dog foods with specific ingredients in the upcoming year. Human-grade dog food is the top interest for Millennials, while Gen X and Boomers are most interested in non-GMO dog food.

**ORGANIC DOG FOOD**

- Gen Z Total
- Millennials
- Gen X
- Boomers
- 10%
- 18%
- 9%
- 11%
- 7%
- 6%
- 11%
- 8%
- 3%

**RAW DOG FOOD**

- Gen Z Total
- Millennials
- Gen X
- Boomers
- 5%
- Natural Dog Food
- 19%
- 25%
- 17%
- 23%
- 16%

**LIMITED INGREDIENT DOG FOOD**

- Gen Z Total
- Millennials
- Gen X
- Boomers
- 8%
- 8%
- 7%
- 10%
- 7%
- 8%
- 8%
- 8%
- 12%
- 7%

**PREMIUM INGREDIENT DOG FOOD**

- Gen Z Total
- Millennials
- Gen X
- Boomers
- 24%
- 29%
- 23%
- 24%
- 23%

**GOURMET DOG FOOD**

- Gen Z Total
- Millennials
- Gen X
- Boomers
- 24%
- 25%
- 24%
- 23%
- 25%
- 19%
- 17%
- 16%
- 17%
- 10%

**HERBS / BOTANICALS**

- Gen Z Total
- Millennials
- Gen X
- Boomers
- 5%
- 6%
- 4%
- 9%
- 2%
- 7%
- 7%
- 7%
- 11%
- 4%

**PREMIUM DOG FOOD**

- Gen Z Total
- Millennials
- Gen X
- Boomers
- 25%