

# Pet parents are paying attention to digestive health



**Human food trends are inspiring trends in pet food and treats.** Many pet owners are shopping for their pet's food just like they would shop for themselves.<sup>1</sup>

## DIGESTIVE HEALTH CLAIMS RANGED FROM "VERY IMPORTANT" TO "VITAL" IN PROPRIETARY RESEARCH STUDY



In our proprietary focus group, **dog and cat owners agreed that digestive health is a major draw when considering a pet food.** And they indicated that little value is to be had when food is not properly absorbed during digestion.<sup>2</sup>

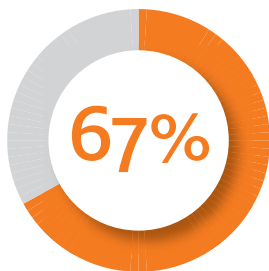


*"(Digestive health) is important. A dogs' digestive system breaks down food and allows nutrients into the body. If digestive health is not good, then nutrients are not taken from the food."* Male dog owner

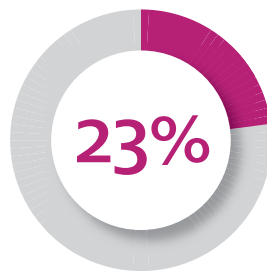
# 63%

An icon consisting of ten stylized human figures in a row, representing a group of people.

In a Mintel U.S. Pet Food study, 63% of pet food owners say they are interested in **specialized pet food that addresses digestive health issues.**<sup>3</sup>



of new pet product launches in 2016 featured **support digestive health/ support digestion claims.**<sup>4</sup>



of new pet product launches in 2016 featured **prebiotic claims.**<sup>4</sup>

## FORTIFEED® scFOS® prebiotic soluble fiber supports digestive wellbeing

Pet owners want what's best for their pets. And they want to add value to what their pets eat. Our FORTIFEED scFOS (short chain fructooligosaccharide) prebiotic fiber is scientifically verified to support digestive and immune health benefits – helping you positively impact the gastrointestinal ecosystem of cats and dogs.

### Claims backed by trusted science

Over 20 years of research and numerous scientific publications validate FORTIFEED prebiotic fiber's ability to improve and maintain the health of companion animals. These health benefits may easily be obtained even at very small quantities, providing a cost effective way to add consumer-friendly label claims on companion animal products. FORTIFEED prebiotic fiber has consistently demonstrated the capacity to both stimulate the growth/activity of beneficial bacteria and inhibit pathogenic bacteria in cats and dogs at low doses.

#### CLAIMS INCLUDE:

- Encourage healthy digestive function
- Prebiotic
- Improve microflora balance
- Help support the immune system
- Help reduce stool odor

#### Sources:

1. Functional dog, cat food and pet treat trends, June 2015, petfoodindustry.com
2. Proprietary Ingredient Research with GutCheck 2016
3. U.S. Mintel Pet Food Report, Mintel Group Ltd, August 2016
4. Mintel Report 2016

#### Ingredient Incorporated

5 Westbrook Corporate Center  
Westchester, IL 60154

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