

2023/24

Buyers' Guide





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Interzoo 2022

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Welcome to the PetQuip Buyers' Guide, which contains information about thousands of British pet care products manufactured and supplied by member companies of PetQuip, the UK's trade association for suppliers of pet products, accessories and services.

The products available from PetQuip members demonstrate the design flair and product innovation that make the British pet care industry a world leader.

PetQuip is a division of The Federation of Garden & Leisure Manufacturers Limited, the UK's trade association for the gardening and leisure industry. For over 60 years the association has worked to achieve substantial new business between suppliers and buyers.

The prime aim of our professional, multi-lingual team of staff is to work with, and on behalf of, UK manufacturers and suppliers of pet equipment to increase their sales world-wide.

PetQuip represents the most progressive pet equipment manufacturers, suppliers and distributors; membership of the association is recognised as a sign of sales competence, service and product quality by UK and international trade buyers.

The association works closely with the UK government's Department for Business & Trade, commercial personnel within the Foreign & Commonwealth Office and other countries' agencies and organisations to promote and expand international trade.

PetQuip organises and supports exhibitor groups of firms at leading international pet product trade shows, including Interzoo, Zoomark, SuperZoo, Global Pet Expo and CIPS. We are currently working with other export associations, lobbying Government for a replacement grant funding scheme.

PetQuip industry information stands at international events publicise the products of all member firms to buyers and valuable sales leads are gathered from international buyers visiting the stands. We offer buyers a free product-sourcing service too, thus ensuring that distributors and retailers can find innovative products and services available to customers from our member companies.

Our member firms exhibit at the prime UK trade exhibitions; PATS Sandown, PATS Telford and now GLEE and we provide all companies in our membership with a comprehensive range of business support services, cost savings and other practical and tangible benefits that will give them the ability to develop and expand



Multi-Award winners
Tailor-Grace in2022.
Will it be you in 2023?

The PetQuip trade association exists to:

- assist and promote the development of UK and international trade in the pet equipment sector;
- expand contact between manufacturers, suppliers and UK and international buyers
- and to deliver a high quality, professional service to all trade partners

their businesses successfully in both the UK and internationally.

The PetQuip Buyers' Guide gives an introduction to the vibrant, innovative UK pet product sector. More than ever in these unprecedented times, information is key to success. The PetQuip team are here to help the pet industry in whatever way we can, whether you are a buyer, supplier or a manufacturer, please do not hesitate to contact us.



Hownd busy demonstrating product at Zoomark 2021.



The 2022 PetQuip Awards Event.

Amanda Sizer Barrett MBE
Director General,
PetQuip:
a division of
the Federation
of Garden
& Leisure
Manufacturers
Ltd



Herzlich Willkommen zum PetQuip Einkaufsführer, der Informationen über tausende britische Tierpflegeprodukte enthält, die von Mitgliedsunternehmen von PetQuip, dem britischen Handelsverband für Anbieter von Haustierprodukten, -zubehör und Dienstleistungen, hergestellt und geliefert werden.



Die von PetQuip-Mitgliedern erhältlichen Produkte demonstrieren Design-Flair und Produktinnovation, die die britische Tierpflegeindustrie weltweit führend macht.

PetQuip ist ein Geschäftsbereich von The Federation of Garden & Leisure Manufacturers Limited, dem britischen Handelsverband für die Garten- und Freizeitindustrie. Seit über 60 Jahre arbeitet der Verband daran, umfangreiche Neugeschäfte zwischen Anbietern und Käufern zu erreichen.

Vorrangiges Ziel unseres professionellen, mehrsprachigen Teams ist es, mit und im Namen britischer Hersteller und Anbieter von Haustierbedarf zu arbeiten, um ihre Umsätze weltweit zu erhöhen.

PetQuip repräsentiert die fortschrittlichsten Hersteller, Anbieter und Distributoren von Haustierbedarf. Die Mitgliedschaft im Verband wird als Zeichen von Verkaufskompetenz, Service und Produktqualität von britischen und internationalen Facheinkäufern anerkannt.

Es gibt den PetQuip Handelsverband, um:

- die Entwicklung des britischen und internationalen Handels im Sektor Haustierbedarf zu unterstützen und zu fördern;
- Kontakte zwischen Herstellern, Lieferanten und britischen und internationalen Käufern auszudehnen;
- und einen hochwertigen, professionellen Service für alle Handelspartner zu liefern.



Der Verband arbeitet eng mit der Behörde für internationalen Handel der britischen Regierung, mit kaufmännischen Mitarbeitern im britischen Ministerium für auswärtige Angelegenheiten und Commonwealth-Fragen, und mit Ämtern und Organisationen anderer Länder zusammen, um Exporte zu fördern und zu erweitern.

PetQuip organisiert und unterstützt Ausstellergruppen von Unternehmen bei führenden internationalen Haustiermessen, darunter Interzoo, Zoomark, SuperZoo, Global Pet Expo und CIPS.

PetQuip Informationsstände der Branche auf internationalen Veranstaltungen machen die Produkte aller Mitgliedsunternehmen den Kunden bekannt. Wertvolle Verkaufskontakte werden von internationalen Käufern, die die Stände besuchen, gesammelt. Wir bieten Käufern auch einen kostenlosen Suchservice nach Produkten an, um so sicherzustellen, dass Groß- und Einzelhändler innovative Produkte und Dienstleistungen, die von

unseren Mitgliedsunternehmen für Kunden bereit stehen, finden können. Unsere Mitgliedsunternehmen stellen auch auf den wichtigsten Fachausstellungen im UK aus: PATS in Sandown, PATS in Telford und jetzt GLEE. Wir statten alle unsere Mitgliedsunternehmen mit einer umfassenden Palette von Dienstleistungen für Unternehmen, Kosteneinsparungen und anderen praktischen und greifbaren Vorteilen aus, mit denen sie ihre Geschäfte sowohl in Großbritannien als auch international erfolgreich entwickeln und ausbauen können.

Dieser Einkaufsführer von PetQuip gibt eine Einführung in die lebendige, innovative Branche der britischen Haustierprodukte und -geräte. Weitere Informationen zu all unseren Mitgliedern und deren Produkten bzw. Dienstleistungen erhalten Sie entweder direkt bei den Mitgliedern oder vom Team bei PetQuip. Wir helfen Ihnen gerne weiter.

Amanda Sizer Barrett MBE, Director General PetQuip: ein Geschäftsbereich der Federation of Garden & Leisure Manufacturers Ltd

Bienvenue au guide des acheteurs PetQuip, qui contient des informations à propos de plusieurs milliers de produits britanniques de soin pour animaux de compagnie fabriqués et fournis par des sociétés membres de PetQuip, association commerciale au Royaume-Uni qui regroupe des fournisseurs de produits, accessoires et services pour animaux de compagnie.



Les produits proposés par les membres de PetQuip illustrent l'esprit créatif et l'innovation qui font du secteur britannique des soins pour animaux de compagnie le chef de file au monde.

PetQuip est une division de The Federation of Garden & Leisure Manufacturers Limited, association commerciale du secteur du jardinage et des loisirs implantée au Royaume-Uni. Depuis plus de 60 ans, l'association s'efforce d'instaurer de nouvelles opportunités professionnelles non négligeables entre fournisseurs et acheteurs.



L'objectif principal de notre équipe professionnelle multilingue est de collaborer avec, et au nom des fabricants et fournisseurs britanniques d'équipement pour animaux de compagnie afin d'augmenter leurs ventes dans le monde entier.

PetQuip représente les fabricants, fournisseurs et distributeurs d'équipement pour animaux de compagnie les plus progressistes. L'adhésion à l'association est un gage de compétence des ventes mais aussi de qualité des services et des produits par les acheteurs commerciaux britanniques et internationaux.

L'association commerciale PetQuip a pour vocation de:

- aider et promouvoir le développement du commerce britannique et international dans le secteur de l'équipement pour animaux de compagnie;
- intensifier les contacts entre fabricants, fournisseurs et acheteurs britanniques et internationaux;
- et fournir un service professionnel de qualité à l'ensemble des partenaires commerciaux.

L'association travaille en collaboration étroite avec le ministère du Commerce international du gouvernement britannique, le personnel commercial du ministère des Affaires étrangères et du Commonwealth et des agences et organisations d'autres pays pour promouvoir et développer le commerce international.

PetQuip organise et vient en aide à des groupes de sociétés exposant dans des salons commerciaux internationaux de premier ordre consacrés aux produits pour animaux de compagnie, notamment Interzoo, Zoomark, SuperZoo, Global Pet Expo et CIPS.

Les stands d'informations PetQuip présents lors des événements internationaux mettent en valeur les produits de toutes les sociétés

membres auprès des acheteurs et les acheteurs internationaux visitant ces stands représentent de précieuses perspectives de ventes. Nous offrons également aux acheteurs un service gratuit d'approvisionnement des produits, garantissant ainsi que les distributeurs et les détaillants trouvent des produits et des services innovants à mettre à disposition des clients de nos sociétés membres.

Nos sociétés membres exposent lors des principaux salons professionnels au Royaume-Uni, notamment PATS à Sandown et Telford et à présent GLEE et nous fournissons à l'ensemble de nos sociétés membres une gamme complète de services de soutien aux entreprises, des économies de coût et d'autres avantages pratiques et tangibles qui leur offriront l'opportunité de développer et étendre harmonieusement leurs activités au Royaume-Uni comme à l'international.

Le guide des acheteurs PetQuip offre une présentation du secteur dynamique et innovant des produits et de l'équipement pour animaux de compagnie au Royaume-Uni. Pour obtenir plus d'informations sur l'ensemble de nos membres et de leurs produits et services, contactez nos membres directement ou bien demandez des renseignements auprès de l'équipe de PetQuip, qui se fera un plaisir de vous aider.

Amanda Sizer Barrett MBE,
Directrice générale
PetQuip, division de the
Federation of Garden &
Leisure Manufacturers Ltd



Benvenuti nella Guida per gli acquirenti PetQuip, dove troverete informazioni su migliaia di articoli per la cura degli animali domestici, prodotti e commercializzati dalle aziende iscritte a PetQuip, associazione di categoria del Regno Unito che raccoglie i fornitori di prodotti, accessori e servizi per la cura degli animali domestici.



I prodotti presentati dagli associati di PetQuip danno prova dell'attenzione per il design e per l'innovazione che rendono l'industria britannica di prodotti per la cura degli animali domestici leader mondiale del settore.

PetQuip è una divisione di The Federation of Garden & Leisure Manufacturers Limited, l'associazione di categoria per il settore del giardinaggio e del tempo libero del Regno Unito. Da oltre 60 anni l'associazione lavora per favorire nuove proficue relazioni commerciali tra fornitori e acquirenti.

L'obiettivo primario del nostro team di professionisti multilingue è lavorare con e a nome dei produttori e fornitori del Regno Unito, al fine di promuoverne l'attività commerciale in tutto il mondo. PetQuip rappresenta i produttori, i fornitori e i distributori di prodotti per animali domestici più innovativi. Per gli acquirenti britannici e internazionali, l'iscrizione all'associazione da parte di un'azienda è prova

L'associazione di categoria PetQuip si propone di:

- assistere e promuovere lo sviluppo commerciale del settore dei prodotti per animali domestici, sia a livello britannico che mondiale;
- promuovere le relazioni tra produttori e fornitori, e tra acquirenti britannici ed internazionali;
- e fornire un servizio professionale e di alto livello a tutti i partner commerciali.

della sua competenza commerciale e della qualità di prodotti e servizi.

L'associazione opera a stretto contatto con il Dipartimento per il commercio internazionale del governo britannico, con il personale commerciale nell'ambito del Ministero degli Affari esteri e del Commonwealth e con altre agenzie e organizzazioni nazionali per la promozione e l'ampliamento del commercio internazionale.

PetQuip organizza e supporta gruppi di espositori che partecipano alle più importanti fiere internazionali dedicate ai prodotti per gli animali domestici, tra cui, Interzoo, Zoomark, SuperZoo, Global Pet Expo e CIPS.

Gli stand informativi di PetQuip pubblicizzano agli acquirenti i prodotti di tutte le aziende associate e si occupano di raccogliere i preziosi contatti commerciali dei acquirenti internazionali che visitano gli stand. Inoltre offriamo agli acquirenti un servizio gratuito per individuare i prodotti di interesse, affinché distributori e venditori al dettaglio possano trovare prodotti e servizi innovativi per i clienti presso le nostre aziende associate.

I membri della nostra associazione espongono alle principali fiere di settore del Regno Unito, quali PATS a Sandown, a Telford e ora GLEE. A loro offriamo una gamma completa di servizi di supporto commerciale, la possibilità di ridurre i costi e altri benefici pratici e tangibili attraverso cui poter sviluppare e potenziare il business nel Regno Unito e all'estero.

Questa Guida per gli acquirenti PetQuip offre una panoramica introduttiva sul dinamico e innovativo settore dei prodotti e dei servizi per gli animali domestici del Regno Unito. Per ricevere maggiori informazioni sui nostri associati e sui relativi prodotti e servizi, contattare i nostri membri direttamente oppure richiedere informazioni al personale di PetQuip, che sarà lieto di aiutarvi.

Amanda Sizer Barrett MBE, Direttore generale
PetQuip: una divisione della Federation of
Garden & Leisure Manufacturers Ltd



The promotion of trade between buyers and suppliers, both internationally and in the UK, is a prime objective for the PetQuip Association.

PetQuip target key distributors and wholesalers, pet retail chains and independents, mail order and internet retailers to meet with UK suppliers in a relaxed environment. Flying buyers in from Europe, the Middle East and the USA, we also give them the opportunity to visit UK pet stores the day before they meet the suppliers. The store visits result quite often in identifying yet more suppliers with new products, in addition to the scheduled meetings on the following day.

The Meet the Buyer days are very focussed – the buyers get to see around a dozen UK suppliers on one day and the 25 minute face-to-face meetings allow for a good introduction to the company and their products.

Alongside the one-to-one meetings with buyers, the suppliers have the chance to attend informal round-table seminars and meet with export service providers, Department for Business & Trade representatives and the PetQuip team.

For UK suppliers an MTB day is a rare opportunity to meet key buyers, to put a face to a name and start to build a rapport, present samples/ company brochures and to make a presentation as to why their product should be stocked.

The suppliers taking part receive profiles of the participating buyers prior to when a meeting takes place and can then apply for attendance. Many buyers specify their areas of product interest at the outset so suppliers know where they stand.

Buyers receive details of the suppliers applying for meetings and have the chance to check out their websites, enabling them to decide if a meeting is worthwhile. So both sides know something of each other's business and the buyer knows they are meeting the relevant contact. This is particularly important if the buyer is from overseas as not all contacts are able to discuss exports in detail.

PetQuip has recently been running virtual Meet the Buyer sessions to great success via Zoom. This enables the team to secure international buyers from further afield such as the USA and the Middle East and all those involved have enjoyed the process.

If you are a supplier wishing to take part in MTB days, please contact Emma Brazier by email emma@petquip.com for more information.

If you are a buyer and would like to take part, please contact Eleanor Wigram, Research Manager, eleanor@petquip.com. Contact telephone: +44 (0) 1959 565 995.

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Butcher's Pet Care & Mutneys were joint winners of the Supplier of the Year 2022.

Celebrating innovation

The PetQuip Awards have become an established and prestigious event in the pet industry calendar with companies acknowledging that winning such an accolade can give their sales a terrific boost, whether they are retailers or suppliers.

“Many of the British firms who have entered in the past have reported on the value of the awards as an aid to boosting their businesses. The awards have helped in cementing company credibility in the market place and led to numerous promotional opportunities. The popularity of the awards has resulted in the organisers of PATS welcoming the event as part of their plans for the Telford



show,” said organiser Pat Flynn, PetQuip’s Trade Association Manager.

The presentation ceremony takes place each year on the first night of PATS Telford, the international trade event for the pet industry held in the UK. UK Pet Retailer of the Year and International Retailer/Wholesaler/Distributor of the Year are also

presented on the night.

Entries are invited each year with judging by independent specialists taking place in August. Winners are only announced on the night, adding to the excitement at PATS. Visit www.petquip.com/awards to see past winners.

What it means to win a PetQuip Award

“As a manufacturer and supplier of pet grooming equipment, we pride ourselves on our products being developed by professionals. To win the Supplier of the Year award and to be recognised for our hard work and commitment is a privilege.”

Rosie Crowther, Mutneys.

“We recognise that the PetQuip Awards are prominent and well-celebrated within the industry, so to receive this recognition for both Supplier of the Year and Sustainability Award means so much to the pet specialist team and the company.”

Emma Jackson and Amy Cowan, Butcher’s.



PATS event director Gordon Thomas (second from right) receives the Lifetime Achievement Award at the PetQuip Awards 2022.

“It’s a great honour to be recognised in this way. The success of PATS has been very much a team effort. It’s wonderful to be part of the UK pet industry.”

**Gordon Thomas, PATS
Lifetime Achievement Award 2022**



The Ark, Devon, UK Retailer of the Year

“To be recognised in this way gives our hard-working team a real boost. When it comes from such an organisation like PetQuip it has a real impact on morale.”

**Emma Smith, director,
The Ark, Devon**



PATS 2023
TELFORD
 1st & 2nd October
 patshow.co.uk
 The UK's NATIONAL Pet Industry Event

PATS 2024
SANDOWN
 24th & 25th March
 patshow.co.uk
 The UK's SPRING Pet Industry Event

The Best of British all under one roof

PATS, the UK's number one pet industry exhibition, provides an ideal opportunity for distributors and large retailers from around the world to see what's new in the British market.

There are two PATS shows a year – Sandown Park in Surrey and the Telford International Centre in Shropshire – and both are ideally situated to make travelling to and from the shows as stress-free as possible.

Event director Gordon Thomas has attended other international shows like Interzoo and Zoo-mark and is always impressed with the level of interest shown in PATS.

Gordon said: "International distributors and retailers recognise that the UK pet market is the second largest in Europe, and acknowledge that British companies invent and manufacture some of the most innovative new products. They want to see

all the latest launches from the UK and accept that PATS is the best place to do that."

Gordon and his team work closely with PetQuip to ensure that both international visitors and UK suppliers get the most benefit from the exhibitions. PetQuip takes a stand at each event where its staff assists overseas enquiries and advises exhibitors how they can export their products.

There is so much to see and do during a visit to PATS where everything that's new is showcased under one roof.

As well as having the chance to see the latest products being launched on to the market, there will be a whole host of other activities to help international visitors make their visit a profitable one.

Dates for your diary:
PATS Telford: 1-2 October 2023
PATS Sandown: 24-25 March 2024



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Innovation starts with insights

Understanding your pet product consumer



The latest APPA National Pet Owners Survey reveals need-to-know metrics about today's pet owners – and it is easier to access than ever.

by **Anne Ferrante**,
Senior Vice President
of APPA



For the first time, U.S. pet ownership is evenly split between the two younger generations (Gen Z/Millennial) and the older generations (Gen X/Boomer). Attitudinally, Gen Z and Millennials tend to mirror each other while Gen X and Boomers do the same. The younger generations report spending more on their pet in the past year while the older generations are focused on maintaining the standard of care they have always given their pets.

It's that time again - that highly anticipated biennial event when pet industry professionals and other data enthusiasts excitedly convene around the newly released volume of the APPA National Pet Owners Survey, which if put to good use, can enhance your business strategies and increase your bottom line enormously. If you're an APPA member, you'll soon receive your complimentary Survey. If you're not yet an APPA member, this data is one of the best reasons to join.

Over Three Decades of Trusted Data: What's Inside

This year's Survey confirms what the pet industry has proven countless times to be true, that even in hard economic times the pet industry is a resilient performer. While pet ownership levels have somewhat returned to pre-pandemic numbers, pet owners continue to appreciate the extensive benefits of pet ownership and remain committed to providing the very best for their pet's well-being. The Survey reports that 66% of U.S. households currently enjoy some type of pet in their home, which equates to an estimated 86.9 million households.

APPA's market size estimates show an increase in spend for 2022, and while inflation drove much of the increase, the service sector has realized some recovery from pandemic levels. Moving into 2023 and more so than ever before, humanization, premiumization and sustainability are at the forefront of pet owners' purchasing decisions, with at least 50% weighing in on their preference for products that consider these three factors.

Pet Spending is on the Rise

Pet spending is up over the previous Survey, particularly in the area of food and treats, with 39% of current pet owners saying they spent more on their pets in the last year. That percentage jumps to nearly 50% among Millennial and Gen Z pet owners. With Millennials remaining the largest U.S. demographic cohort and also the largest cohort of pet owners at 33%, and with Gen Z pet ownership continuing to rise, we anticipate consistent levels of ownership and spending.



Anne Ferrante gave exhibitors at PATS Telford 2022 a talk on market information and understanding your customers. As APPA are a sponsor of the PetQuip Awards, she also presented honours in the product category.



Redefined Shopping Preferences

With the end of pandemic isolation came a return to shopping in-person, which is preferred by nearly 50% of pet owners, led by Gen X and Boomers. E-comm pet product purchasing rose dramatically in 2020 but 2022 data shows slower growth heading into 2023.

Subscription-based online purchasing has declined slightly for all pet supply categories; however technology native generations lead the way with subscription-based shopping at 60%. Fifty-four percent of Gen Z and Millennial pet owners increased the number of online pet product purchases that they made in the last year. While more pet owners are shopping in person, the percentage that shop online is not far behind, indicating that omni-channel shopping experiences are here to stay.

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