

WHITEPAPER

 POLYMERALL



POLYMERALL'S WOVEN POLYPROPYLENE (WPP) BAGS: *HEAVY-DUTY SOLUTIONS FOR THE BOOMING PET FOOD INDUSTRY.*

America's love affair with pets – from horses to dogs & cats to fish – knows no bounds. According to the American Pet Products Association (APPA), a whopping 68% of US households owned a pet in 2016 – "equal to the highest level ever reported," while a more recent 2019 study estimated the number at 53%: (63.4 million US-households own dogs while 42.7 million own cats, 1.6 million own horses, and 13.1 million own fish.)



With growing pet ownership comes greater investment and opportunity! Pet owners today are increasing the amount of the disposable income they spend on their pets, as evidenced by the proliferating product ranges in pet stores. Not only are pet owners directly spending more, but research shows most domestic animal owners are increasingly taking a multi-pronged approach to ensure their pet's welfare. From nutrition to supplements, owners are exploring multiple ways to improve their pets' lives by selecting nutritionally balanced foods and complementary animal health products. These factors combined, have further contributed to profound changes in the sector resulting in increased pet-related market sales in recent years.

While the estimated value of the pet food sector in the United States varies depending on the study and the factors analyzed, the consensus is that the industry is growing, and fast. Anecdotal information suggests that due to the impact of the Covid 19 pandemic on the American way of life, we are spending more time with our pets and as a result, spending more of our income caring for, pampering, and feeding them.

DID YOU KNOW?



- Revenue in the Pet Food segment is expected to reach US\$33,007m in 2021. The market is expected to grow annually by 2.02% (CAGR 2021-2025).



- In global comparison, most revenue is generated in the United States (US\$33,007m in 2021).



- Concerning total population figures, per person revenues of US\$99.15 is expected in 2021.



- The average per capita consumption stands at 40.9kg in 2021.

The figures in the table above are conservative compared to a recent Statista report. According to the 2021 report, in 2019 in the United State, pet food was the highest selling product category in the highly profitable pet market and was projected to retain its top position in 2021 and beyond!

According to the same report, a whopping 36.9 and 38.4 billion U.S. dollars of pet food were estimated to be sold in the US in 2019 and 2020 respectively, equaling an average annual per-person expenditure of \$99.15.



This continued growth presents incredible opportunities for both pet food manufacturers and retailers. The increased demand for pet food in the United States has seen consolidation, and conversely, new players enter the market. These new entrants often offer innovative and fresh solutions that highlight animal health benefits and environmental

sustainability elements. To add to the diversity of the sector, the emergence of the fresh ingredient movement and the “beyond kibble” mentality of many pet owners has further opened niches in the market and differentiated pet food in a fashion not too dissimilar to human consumption. Products now range from “no-name” generic brands to highly specialized nutrition sources for different life stages of domestic animals, and related needs and health issues.



Polymerall keenly follows developments in the pet industry to create packaging that reflects new trends in the sector. We collaborate with leading pet food producers from across the US to create attractively designed packaging solutions that guarantee freshness and control costs while distinguishing their brands from the increasing competition.

Our deep experience in packaging across multiple sectors allows us to cross-examine lessons learned to develop new insights and expertise to help our clients grow their brands and lead the industry. We understand that pet food manufacturers and packagers face increasing pressure to reduce costs and do more to protect and maintain their products' integrity and freshness, which is why we have a wide range of packaging solutions.

Polymerall's strong, lightweight and breathable **woven poly bags (WPP)** are the ideal flexible packaging solution for essentially any product. Our full HD print WPP packaging offers a resilient, odor-free packaging option that is perfectly suited to the pet food sector, which requires heavy-duty bags capable of carrying bulky and weighty goods common in the industry.

Highly customizable **packaging films, bags, and pouches** are also available for a variety of products such as pet treats or feed for small animals. Film packaging for smaller servings is cost-effective while offering customized solutions with high-definition flexographic, solvent, and solvent-free laminations, and low minimum order quantities.

Custom print pouches are another viable and flexible option for products that need high visibility. These pouches improve shelf-life, offer resilient seal and reseal features, are self-standing, and are also ideal for e-commerce due to their durability resistance to shipping wear and tear.

Our certified facilities, expert team, fair pricing, and quick turn-around times make us the perfect partner for your food packaging needs; we're your strategic packaging partner that understands your competitive environment and offers versatile solutions to help you grow your brand.



Polymerall is a proud Royal Horse packaging partner:

With over 50 years of experience, **Royal Horse** is a leader in the global, equine nutrition market. ROYAL HORSE makes balanced feeds, developed by veterinarians and equine nutritionists that guarantee top performance from horses, whether ridden for pleasure, sport, competition, racing, or used for breeding.

Visit:

<https://www.royal-horse.com/>



PET (INDUSTRY) POWER:

U.S. PET INDUSTRY EXPENDITURE

95.7bn USD

PET FOOD SALES IN THE U.S.

36.9bn USD

U.S. PROJECTED PET STORE REVENUE BY 2025

22.53bn USD

Comparative Tables of Pet Ownership in the US

Number of U.S. Households That Own a Pet, by Type of Animal (millions)

Pet	Number	Pet	Number
Bird	5.7	Freshwater fish	11.5
Cat	42.7	Saltwater fish	1.6
Dog	63.4	Reptile	4.5
Horse	1.6	Small animal	5.4

<https://www.iii.org/fact-statistic/facts-statistics-pet-statistics>

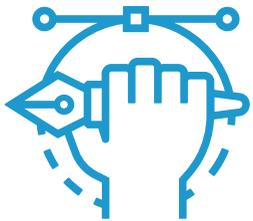
	Dogs	Cats	Birds	Horses
Percent of households owning	38.4	25.4	2.8	0.7
Number of households owning	48,255,413	31,896,077	3,509,032	893,152
Average number owned per household	1.6	1.8	2.1	2.1
Total number in United States	76,811,305	58,385,725	7,538,000	1,914,394

<https://www.avma.org/resources-tools/reports-statistics/us-pet-ownership-statistics>

Why choose Polymerall?

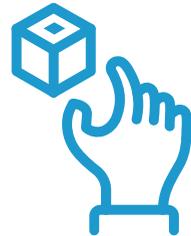
We Are Your One-Stop Go-To for All Your Flexible Packaging Needs

Our team of creative professionals is dedicated to improving brands with customized, efficient and innovative flexible packaging solutions. Producing custom printed, laminated and specialty finished rollstock, laminated films and high-barrier films is one of our specialties.



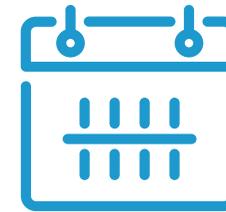
Customizable Design

We offer 100% customizable eye-catching designs with the added benefit of 24/7 graphic design assistance. All our products are made to exact sizing and specifications and are printed with state-of-the-art printing presses for full color front, back and bottom digital printing.



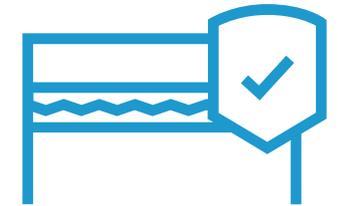
Minimum order quantities

We are proud to offer low minimum order quantities.



4 week lead time

4-week lead time, while we work with each client to ensure their product is designed to boost sales, maintain freshness, and lead their company to success.



Highest safety certifications

Our facilities and operations have also been awarded the highest safety certifications possible, including the ISO 9001 Quality Control Certification, and the FSSC 22000 Food Safety Certification.

Our manufacturing facilities hold **ISO9001, FSSC 22000, FDA and HACCP certifications** that guarantee the quality of our products and services.



Contact us for your personalized quote today!



