

## A Dog's Breakfast – and lunch and dinner and treats.

April 2025

It was the doglato that did it. Set me wondering what was happening in Django's (my companion dog) food world. This article is a brief overview.



### The size of the market for pet foods

The Australian Pet Food Market size is estimated at 3.93 billion USD in 2025 and is expected to reach 4.74 billion USD by 2030, growing at a CAGR<sup>1</sup> of 3.82% during the forecast period (2025-2030) ... Australia's pet food industry is experiencing significant transformation driven by changing consumer demographics and preferences. The market is particularly shaped by younger consumers, with Generation Z comprising approximately 70% of pet owners as of 2021. This demographic shift has led to increased adoption of premium pet food market products and a greater emphasis on pet nutrition and wellness ... This evolution in retail infrastructure has been accompanied by the rise of specialized pet stores and online channels, creating a multi-channel shopping environment ... The increase in pet expenditure can be attributed to growing awareness about specialized pet food and providing different types of pet food, such as snacks, dry pet food, and wet pet food to their pets....<sup>2</sup>

I want to look at the Australian market place for dog foods with these trends framing the discussion – the online market place, different types of pet food, such as snacks, dry pet food, and wet pet food to their pets, and a greater emphasis on pet nutrition and wellness. In addition, I look at other features that go towards the promotion of a brand: best practice cooking; good farming and growing practices of their suppliers; best practice company; longevity; dogs as gourmets; and philanthropy.

I situate the doglato in the pet food industry.

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<sup>1</sup> The Compound Annual Rate of Growth

<sup>2</sup> 'Australian Pet Food Market Analysis,' Mordor Intelligence 2025

I also asked my cohort: Human companions what do you give your companion dog to eat? Their responses are Appendix 1.

### **On line presence**

I found 38 companies with an online presence with their own online shop and also appearing on compendium market places like *dog food online* - *Search Shopping* or *petcircle.com.au* so working in 'a multi-channel shopping environment'. The names of the companies is Appendix 2.

### **Specialized pet stores**

There are numerous pet speciality stores. The one Django and I are most familiar with is Petbarn which operates in the inner west of Sydney. A quick rundown of their services for dogs is: flea tick and worming chews, dry dogfood – several varieties - breed specific like Labradors, puppy appropriate, adult dog appropriate, allergy or digestive specific dry food; dog food roll; dental care food, anxiety capsules, dog patties, beef bone broth concentrate, dog kennels, training crates, flea and tick collars, stress relief diffusers, raised bed, dog nail grinder, dog head collar, citronella collar, dog toilets, bowls, and throwies/frisbees,

### **Providing different types of pet food, such as snacks, dry pet food, and wet pet food to their pets**

VitaPet is an excellent example of diversification in the one company.

- Wet Puppy Food – Chicken
- Dry Adult Dog Food – Lamb
- Beef Munchy Strips

Gunnis specialises in dog treats .

Wolffish Chewy Sticks 18cm Dog Treats offer your dog a delicious, protein-packed snack made from 100% cod fish skin. These natural, grain-free treats not only satisfy your pets chewing instincts but also promote dental health and provide essential Omega fatty acids for a shiny coat and healthy skin.

### **Specialized pet food**

Royal Canin, a 'premium brand', is a good example here providing products specific to diagnosed health issues

- Canin Veterinary Renal Dry Dog Food
- Canin Veterinary Satiety Dry Dog Food
- Canin Veterinary Hepatic Dry Dog Food
- Canin Sensitivity Control Dry Food
- Veterinary Gastro Intestinal Low Fat Dry Dog Food
- Hypoallergenic Small Breed Dry Dog Food

Age-appropriate products are common.

- Dog Treat Chewy Kangaroo Sticks - Soft Dehydrated Australian Healthy Puppy Chew
- Eukanuba Premium Performance Sport Adult Dry Dog Food

Breed or size appropriate products also are common.

- Royal Canin Golden Retriever Adult Dry Dog Food
- Pedigree Adult Small Breed Dry Dog Food With Real Beef & Veggies

Some are vegan.

- Veganpet Dog Food 1kg Plant Based Vegan

## Wellness and Nutrition

All the companies touted the wellness and nutrition or both of their products.

Black Hawk knows that dogs are healthier and more energised when red meat, poultry and fish form the basis of their diets. Black Hawk's adult dry food range is built around these primary ingredients. Lamb is a meat that's easily digested, which makes it a great ingredient for dogs with sensitive stomachs; and rice is a complex carbohydrate that's packed with essential vitamins and nutrients. There are also a few unexpected ingredients in Black Hawk Dog Food Adult Lamb and Rice: blueberries, which are high in antioxidants; dandelion, which is a rich source of magnesium, potassium and calcium; and rosemary, which supports hair growth. And of course, we all know rosemary tastes great with lamb.

SCHMACKOS TASTY BITES Chewy Cubes are moist and meaty chunks made with Quality Australian Protein. The little bites are perfect to treat your dog and with vitamins, minerals and essential fatty acids. With added Omega 6 and Zinc: Supports healthy Skin and Coat Vitamin A: Supports Healthy Vision Vitamin E: Supports Dog Vitality Calcium: Supports Healthy Bones and Teeth. No added artificial flavours.

Some reported scientific approval of their product.

- Advantage: Scientifically Formulated To Give You These Advantages Over Other Dog Food!
- Baxter's Specifically formulated to provide a complete and balanced diet for your dog. This product meets the nutritional levels as established by the Association of American Feed Control Officials (AAFCO) Nutrient Profile for adult dog maintenance.
- The Optimum range delivers balanced nutrition and taste variety that your dog will love with a selection of wet and dry products tailored to every life stage. Developed in association with The Waltham Centre for Pet Nutrition, the world's leading authority in pet care and pet health, you can be confident that your pets receive the best in pet nutrition.
- Stay Loyal is scientifically formulated to benefit dogs in all their life stages, from puppy to senior.

Dental health has come to the fore these days and several of the companies promote their dental care benefits.

Greenies Dental Treats Large for Dogs 22-45 kg has been specifically developed for large dogs between 22 to 45 kgs of body weight. This ingenious treat has been designed to assist in cleaning teeth and gum line of large dogs. It is enriched with essential vitamins and minerals that ensure that your large dog gets requisite amount of nutrients for their healthy wellbeing. It helps in removing plaque from dogs thereby eliminating the chances of bad breath. It assists in making the teeth and gums of dogs healthier.

Some specify that they are grain free. 'Generally, dogs should avoid grains that are common allergens and those that contribute to inflammation or digestive upset. Specifically, the grains that dogs should often avoid include: corn, wheat, and soy. These are often considered the "big three" when it comes to canine food allergies.'<sup>3</sup>

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<sup>3</sup> What grains should dogs avoid? - The Environmental Literacy Council

Advantage Salmon, Turkey & Pork (is) Highly Digestible (over 81%) so our dog gets the most out of it and doesn't waste its energy digesting food and clog its digestive system with indigestible grains.

Savourlife Grain Free Salmon Dog Food is a superior choice for adult dogs, specially formulated with Australian salmon and nutritious superfoods for peak health and vitality.

### **Best practice cooking**

Some identify that they are cooking the product with current best practice.

- Our VitaPet Chewz range is slowly baked with love in a controlled environment to ensure all the nourishing goodness is kept.
- Absolute Holistic Air Dried Dog Food Beef And Venison This all-natural, gourmet dog food combines the wholesomeness of beef and venison in a nutrient-rich formula suitable for all dog breeds and sizes.
- Prime100 SPD Slow Cooked Turkey & Flaxseed is a premium single-protein diet crafted for optimal canine health. Made with Australian turkey and enriched with prebiotics, fibre, and essential nutrients, this slow-cooked formula supports skin health, digestion, and overall well-being.
- Raw Freeze-Dried Dog Food

### **Good farming and growing practices of suppliers:**

Frontier Pets says ... our free-range protein and organic produce are sourced exclusively from responsible Australian farmers using sustainable agricultural practises.

Lika says 'Each of our recipes are filled with purposeful , whole food ingredients. We always source locally, sustainably and ethically where possible with 85-95% of each recipe made using Australian ingredients. We search far and wide for top quality ingredients for your pupper, and care about how they grown, picked and harvested. Feel good food starts with fresh ingredients.

### **Best practice company**

Frontier Pets also positioned themselves as best practice as an organisation.

We pride ourselves on transparency, evident in every aspect of our operations ... Our supply chain is not just verified : it aligns with our core values of supporting Australian farmers who practice sustainable agriculture. We're proud to say that we have contributed \$7 million towards sustainable farming through our business. At Frontier Pets we don't just feed pets; we foster connections, champion animal welfare, and contribute to a sustainable future

### **Longevity**

Lucky Dog emphasises 'This proud Aussie made dog food has been feeding generations of man's best friend since 1963'.

Pedigree has over 40 years experience of developing PEDIGREE recipes

Natures Gift is 'made right here in Australia since 1994'

## **Dogs as Gourmets**

MyDog uses the language of fine dining casting dogs as gourmets

Indulge your furry friend with the My Dog Gourmet Selection Variety Pack, a premium assortment of dog food recipes offering complete and balanced nutrition to support your pets health and vitality. Expertly curated variety pack for a diverse dining experience. Natural ingredients with no added preservatives. Developed for the discerning palates of adult dogs. Four enticing flavors to satisfy your dog's diverse cravings.

Absolutely Holistic said of its Air Dried Dog Food Beef And Venison:

This all-natural, gourmet dog food combines the wholesomeness of beef and venison in a nutrient-rich formula suitable for all dog breeds and sizes.

## **Philanthropy**

Both Prime 100 and Savourlife say they donate 50% of their profits to dog rescue organizations.

### **The doglato**

Where does the doglato fit in the pet food industry? It's a new style of treat, one that doesn't claim any wellness or nutritional benefit. Note that it is gluten free, dairy free and vegetarian. Are they thinking perhaps a human companion wants to share it? It looked a tad repulsive. Django wolfed it down.

## Appendix. 2 What human companions feed their dog

- Django gets dry dog biscuits after his morning walk and biscuits and Vet's all natural mix and biscuits after his evening walk ([parsley, flaxseed, raw peas, raw carrots, kelp). He gets Savourlife treats.
- Mine starts the day, around 5am with a small amount of dry food. That's usually followed around 8am by a larger meal of some store-bought loaf and then, a bit more midafternoon, Raw meat every few days and an occasional bone to chew on. Raw carrots and homemade treats. Oh, and a bit of arrowroot bikkie every now and then.
- Raw beef or chicken mince (not pet mince), cooked veggies- whatever is cheap and, in the fridge, - they love green beans, broccoli stems and apple slices. Kibble. raw veggies or fruit too, especially apple and the ends of zucchini, the occasional banana. They've had chicken mince once in their whole lives but chopped up raw chicken breast a million times. Cooked pumpkin, gold sweet potato, carrots most nights.
- I think it must be really boring for a dog to eat the same thing every day. It would bore me. So, Molly gets a variety of food. In the morning, she gets a Schmakko with her Thyroxin pill. During the day she will poke her head into the kitchen hoping for a snack, which she invariably gets. That will be sliced dried chicken breast or dried duck strips I buy from a local pet food supplier. For dinner she gets supermarket roast chicken that is combined with brown rice that I cook in homemade chicken stock, the chicken is shredded into the rice. With that I combine dried food & tinned food, hiding her other half of the Thyroxin pill.
- Only Grain Free food. Twice a day. Mainly dry with a small amount of canned. Denta stick in the morning after breakfast.
- He doesn't get breakfast, for a non-start. After his first big morning walk, he gets a chewing thing - either a slice of beef trachea, a chunk of kangaroo tail or some kind of tendon. He demolishes it in minutes. Then for dinner, he has about a cup of kangaroo salami with a cup of oily anti-arthritis Science Diet kibble. He will eat spare apple cores too.
- Onyx gets 4 meals a day!
  - Small cup dog bix in the morning,
  - small meatball of dog grade raw meat midday,
  - same meat at 5.30 ish and - final small cup bix 7.30.No treats (except tiny ones once in crate for night) and no human scraps etc. It's a routine when she had knee surgery and has kept it in place as she needs to maintain low weight on joints.
- I cook mince and veggies with organic oats weekly- my dog has 2-3 handfuls of dry food with 3 tablespoons of the cooked dish night and morning and the odd treat in between if I'm cooking - his diet changes throughout the year depending on what veggies are in season and I vary the meat as well - I don't give him supermarket cooked roast chicken as no matter which supermarket I get it - it makes him violently ill after eating it.
- Benson eats Billy and Margot White Oceanfish and Superfood, Prime 100 Raw frozen Kangaroo. His treats are Billy and Margot Immunity Bites for hips and joints. And finally golden paste because he's old.

- Raw pet mince, not loaf. With some dry food. A bone twice a week, various doggy treats for training.
- Whatever I ate unless it had onions, or macadamia nuts.

## **Appendix 2. Pet Food Companies**

Absolutely Holistic  
Acana  
Advance  
Applaws  
Baxter  
Black Hawk  
Chum  
Dogpro  
Eukanuba  
Frontier Pets  
Hills  
Howl Yes  
Instinctive Bite  
Lifewise  
Lyca  
Lucky Dog  
MyDog  
Nature's Cuts  
Nature's Gift  
Natures Goodness  
Open Farm  
Optimum  
Orijen  
Pedigree  
Purina  
Raw Pawn  
Royal Canin  
Salpet  
Savourlife  
Simparico  
Staylife  
Stay Loyal  
Supercoat  
Taste Of The Wild  
Vetalogical  
VitPet  
Wellness  
Wonderful  
Ziwi