



# ANNUAL REPORT 2026

Bringing the UK pet food  
industry together to build  
deep trust and lasting  
influence



# CHAIR'S WELCOME

**DR MATT ELLIOTT**



**I am delighted to introduce this year's UK Pet Food Annual Report in my first year as Chair.**

**This is a pivotal moment for our industry. As we explore resetting relationships with the EU, respond to evolving consumer expectations, and harness the potential of digital tools and emerging technologies such as AI, UK Pet Food continues to play a vital role in helping the sector move forward with confidence.**

Innovation has always been part of our industry's DNA, from advances in nutrition and manufacturing to how we communicate with pet owners and professionals. Over the past year, we have increasingly focused on how digital transformation, data and evidence led insight can support better decision making, strengthen trust, and ensure pet owners have access to high quality information to support confident feeding choices.

Sustainability has also been a defining priority. In 2025, we launched UK Pet Food Sustainability Ambition 2030, setting out a clear and practical framework to support our members in accelerating progress, while recognising the essential role pet food plays within a resilient and circular food system.

These themes came together at our Annual Convention in November, Pet Food 3.0: Wisdom, Wellness & What Comes Next, which explored how innovation, sustainability and science-led communication will shape the future of pet food. The quality of discussion and breadth of perspectives reflected the strength of collaboration across our membership.

I would like to thank the Chair team, our members and the Secretariat for their continued commitment and collaboration, and in particular our committee members whose time and expertise are central to progressing our work. I look forward to working together to ensure UK Pet Food remains a trusted and forward-looking voice for the industry.

A handwritten signature in black ink, appearing to read 'Matt Elliott', written in a cursive style.

**Dr Matt Elliott**  
Chair, UK Pet Food



**Sam Marriage**  
Incoming-Chair



**Claire Robinson-Davis**  
Past-Chair

# CHIEF EXECUTIVE'S WELCOME

**MICHAEL BELLINGHAM**



Over the past year, UK Pet Food has continued to build momentum around our core purpose: supporting a safe, responsible and progressive pet food industry, while helping professionals and pet owners navigate an increasingly complex information landscape.

A key theme running through 2025 has been 'feeding wisely'. From our engagement with veterinary professionals at London Vet Show, to the expansion of our Pet Food & Nutrition training – to include a veterinary dedicated CPD course – we have focused on strengthening confidence in evidence-based nutrition and countering misinformation.

It has also been a strong year for member engagement. Our Strategy Day and Combined Committee Day helped shape priorities for the future, while our Annual Convention brought the industry together to look ahead. None of this would be possible without the dedication of the UK Pet Food team, whose work behind the scenes ensures these events deliver real value for members.

Alongside this, the launch of Sustainability Ambition 2030 marked an important milestone, providing a shared direction and practical tools to support

progress across the sector. Our launch in Parliament was really well supported by Parliamentarians and policy makers, signifying a critical landmark in our sustainability work.

As always, I would like to thank our members for their active involvement and the expertise they contribute through committees, working groups and events. Together, we continue to raise standards and strengthen trust in UK pet food.

A handwritten signature in black ink that reads "Michael Bellingham".

**Michael Bellingham**  
Chief Executive



# ACTIVITY HIGHLIGHTS

## NUTRITION

### SUPPORTING CONFIDENT, EVIDENCE-BASED FEEDING

Throughout 2025, our nutrition work focused on strengthening engagement with veterinary professionals and supporting clear, science-led conversations with pet owners. By combining education, collaboration, and practical resources, we continue to help ensure pets' nutritional needs are met across all life stages.

#### KEY HIGHLIGHTS

- Launched a brand new pet food and nutrition training for veterinary professionals, with over 20 hours of CPD learning, reaching 170 vets and nurses (ongoing).
- Continued to deliver the popular training for pet food manufacturers, The Pet Food & Nutrition Courses (Established 2019), reaching over 50 new industry professionals in 2025 alone.
- Published 8 new nutrition and industry related factsheets, including topics such as Cell-Cultivated Products in Pet Food.
- Secured a reach of 11.3 million via our 'Love them Madly' survey of 2,000 pet lovers prior to April's National Pet Month, which showed how much we love our pets.
- Exhibited at London Vet Show with 252 participants in UK Pet Food's survey of vets and 70+ attendees at our panels session: *'Feeding Pets Wisely, Tackling Nutrition Misinformation'*.
- Hosted the third UK Pet Food Rabbit Symposium, bringing together a wide range of stakeholders to help advance rabbit health and welfare through good nutrition.



Dr Christine Huggett presenting at the UK Pet Food Rabbit Symposium.



# SPOTLIGHT

## PET FOOD & NUTRITION CPD FOR VETERINARY PROFESSIONALS

In 2025, UK Pet Food took a major step in veterinary engagement with the launch of its Pet Food & Nutrition Course for Veterinary Professionals, developed in partnership with The Webinar Vet.

Launched in October 2025, the programme provides over 20 hours of CPD for veterinary surgeons and nurses, with flexible on-demand learning designed to fit the busy schedules of vet teams.

Delivered by independent experts, including board-certified veterinary nutritionists, leading academics, industry specialists, and practising clinicians – the course covered a broad range of topics, from clinical nutrition and pet obesity to regulation, manufacturing, sustainability, and client communication.

Designed to cut through widespread nutrition misinformation, the programme strengthened veterinary teams' confidence to deliver clear, evidence-based advice in everyday practice.

“I really enjoyed the Pet Food and Nutrition Course for Vet Professionals, I learned a lot of very relevant and practical information which will definitely impact my work in practice. I would absolutely recommend this course, it gave me a lot of ‘food for thought’ and was fantastic value for money.”

**Dr Genever Morgan BSc (Hons) BVetMed (Hons)  
CertAVP PhD FHEA MRCVS (she/her)**  
Lecturer in Small Animal Clinical Skills and Research,  
Department of Small Animal Clinical Science



UK Pet Food's online Pet Food & Nutrition Course for Veterinary Professionals.



The UK Pet Food team and Stand at the London Vet Show, where the course was publicised.

ACTIVITY HIGHLIGHTS  
**SUSTAINABILITY**

**ACCELERATING PROGRESS THROUGH SHARED AMBITION**

Sustainability was a major focus in 2025, with UK Pet Food working closely with members, policymakers and external experts to develop a clear, credible pathway for action.

**KEY HIGHLIGHTS**

- Launched Sustainability Ambition 2030, setting a shared direction for the sector.
- Developed a practical Sustainability Action Toolkit to support member progress.
- Worked with Vypr to gather data on consumer expectations on sustainability priorities.
- Secured parliamentary engagement through sponsorship by Dr Danny Chambers MP.
- Hosted a well-attended parliamentary reception with 15 MPs and Peers.
- Maintained a strong sustainability presence at London Vet Show.

“The pet food sector is an important part of the UK’s agri-food economy and has a major role to play in building a more sustainable food system. I’m proud to support UK Pet Food’s Ambition 2030, which brings industry together to take practical steps that benefit animals, people, and the environment alike. It’s vital the sector continues to lead with both responsibility and accountability.”

Dr Danny Chambers  
 MP



Nicole Paley with Matt Loose, Canopy and Caroline Curtis, UK Pet Food Sustainability Committee Chair.



The UK Pet Food team at the Parliamentary launch with Dr Danny Chambers MP.



Sarah Dyke, MP, Lib Dem Spokesperson for Rural Affairs, EFRA Select Committee Member.



Dr Danny Chambers MP, Liberal Democrat.



Joe Morris MP, Labour.



Caroline Curtis, UK Pet Food Sustainability Committee Chair.

# SPOTLIGHT

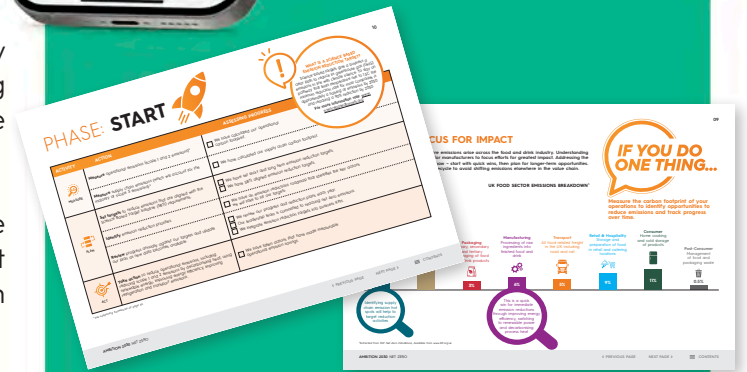
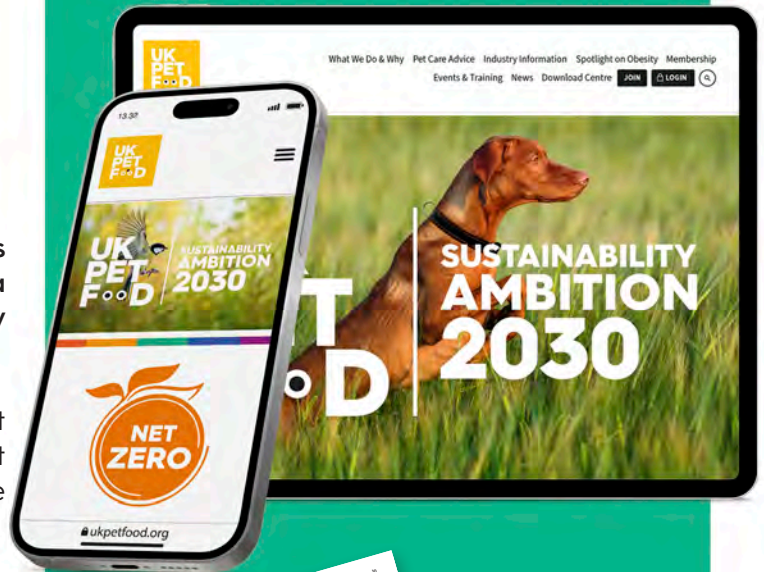
## SUSTAINABILITY AMBITION 2030 TOOLKIT

The Sustainability Action Toolkit brings UK Pet Food's Ambition 2030 to life, providing members with a clear, practical framework to advance sustainability across their businesses.

Structured around five priority areas - including net zero, nature restoration and packaging - the toolkit supports benchmarking, priority-setting and the sharing of best practice across the sector.

Ambition 2030 was launched at a parliamentary reception attended by 15 MPs and Peers, reinforcing the pet food industry's role in a resilient, responsible food system.

Backed by data insight, expert input and a programme of focus-area webinars through 2026, the toolkit enables members of all sizes to move from ambition to measurable, achievable action.



# UK PET FOOD | SUSTAINABILITY AMBITION 2030

“Setting an ambition is only the beginning – real impact comes from the actions we take together. The Sustainability Toolkit helps every member, regardless of size or focus, play a role in creating positive change for pets, people, and the planet.”

Caroline Curtis  
Tails.com

ACTIVITY HIGHLIGHTS  
**SAFETY & STANDARDS**

**STRENGTHENING TRUST, COMPLIANCE AND CLARITY**

**Ensuring high standards of safety and compliance remains central to UK Pet Food’s role in supporting a responsible and trusted sector.**

Throughout 2025, our work focused on delivering practical tools for members, improving regulatory clarity, and strengthening collaboration with enforcement authorities. By working proactively with government and regulators, we helped ensure consistent interpretation of requirements, supported effective compliance, and reinforced consumer confidence in the safety of pet food across the UK.



Alfred Ogunsanya Supporting UK Pet Food at London Vet Show.



Combined Committee meeting with Safety and Standards chairs Helena Skinn & Alfred Ogunsanya.

**KEY HIGHLIGHTS**

- Maintaining consistent communications with government on imports, exports and EU trade, ensuring pet food and animal by-products were not overlooked in DEFRA’s focus.
- Contributing to EU-UK SPS discussions, promoting practical trade measures while maintaining high safety and compliance standards.
- Introducing a Non-Compliance Procedure Pilot for members.
- Establishing a Primary Authority Partnership with Surrey Trading Standards.
- Hosting the first joint FSA and feed sector task force meeting.
- Supporting improvements to the GB Feed Additives Register.
- Working to ensure critical additives, including sodium hydroxide, are retained.



The UK Pet Food team at FEDIAF’s Annual Congress, working with European partners on industry standards.

“The Non-Compliance Procedure that UK Pet Food introduced last year has been a game changer for us. It provides a clear, confidential route for raising concerns around regulatory breaches, misleading claims or product safety, and helps ensure issues are handled in a fair and professional way. It is a great step forward towards a fairer, safer and more transparent pet food industry.”



**Beloved Stilton & Dr Sian Wall**  
 Head of Feed Regulatory and Pet at Natural VetCare

# SPOTLIGHT

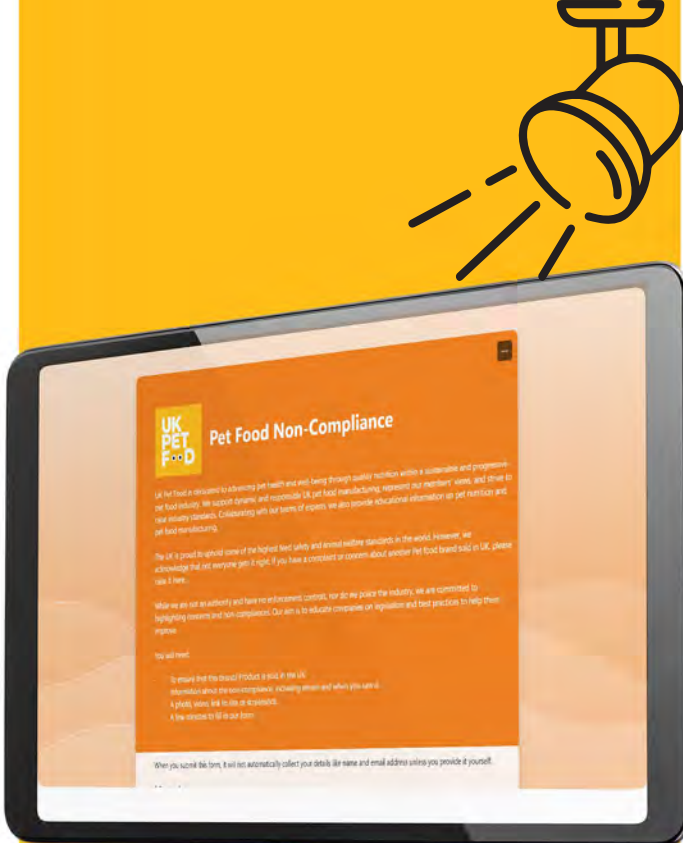
## SUPPORTING OUR MEMBERS ON COMPLIANCE

Supporting members to meet high standards remained a key priority in 2025, with significant enhancements to UK Pet Food's compliance framework.

The launch of the Non-Compliance Procedure Pilot introduced a clear, confidential route for raising concerns around regulatory breaches, misleading claims or product safety, while also helping to identify areas where further guidance and knowledge-sharing would support improved compliance across the sector.

Alongside this, a new Primary Authority Partnership with Surrey Trading Standards strengthened access to consistent, expert regulatory advice for members operating across the UK.

Together, these initiatives reinforce UK Pet Food's role as a trusted compliance partner, helping members navigate regulatory change with confidence while maintaining trust, transparency and consumer protection across the sector.



Martin Allen, Primary Authority, speaking at the Combined Committee Day.

“Whenever we have a compliance question, UK Pet Food is there with prompt, detailed advice we can rely on. It's reassuring to know we're supported by people who really understand the industry.”

**Sharon Donnelly**  
Product Development Manager, C&D Foods

## ACTIVITY HIGHLIGHTS

# MEMBERSHIP

### WORKING TOGETHER FOR OUR MEMBERS

UK Pet Food's membership reflects the breadth and diversity of the UK pet food sector, bringing together manufacturers, suppliers and associate members to collaborate, share expertise and address shared challenges. In 2025, we continued to support 71 manufacturers, 29 ingredient suppliers and 11 associate members, with associate members contributing valuable specialist knowledge and services that strengthen the wider membership.

Our focus throughout the year remained on creating meaningful opportunities for engagement, learning and collaboration - ensuring members can connect with peers, access trusted expertise and help shape the future direction of the sector.

### KEY HIGHLIGHTS

- Welcomed 8 new members.
- Hosted 16 Member Only events and shared 50 industry events with relevance for our members.
- Delivered a successful AGM attended by over 90 from across membership, organised a successful Combined Committee Day welcoming member from across 25 member companies, and held many in-person committee days.
- Held Annual Convention at Stationers' Hall with over 110 guests.
- Organised multiple member site visits across the UK.



Michael Bellingham presenting at our Executive Strategy Workshop.



UK Pet Food at PATS trade show.



#### EXPERT SUPPORT & ASSURANCE

Technical and regulatory guidance, committee expertise and credible standards that help members navigate complexity with confidence.



#### CONNECTION & COLLABORATION

Committees, working groups, events and site visits that enable peer learning, shared problem-solving and cross-sector alignment.



#### INFLUENCE & REPRESENTATION

A strong collective voice to respond to industry-wide issues and engage effectively with policymakers and stakeholders.



#### INSIGHT & EDUCATION

Educational materials, fact sheets, online resources and data that support informed decision-making and continuous improvement.



# SPOTLIGHT

## ANNUAL CONVENTION – PET FOOD 3.0

Our Annual Convention brought members together for **Pet Food 3.0: Wisdom, Wellness and What Comes Next**, with strong attendance and an engaged mix of returning and new members.

Discussions focused on consumer expectations, innovation and the evolving role of nutrition, with a closing panel exploring misinformation, AI and supporting pet wellbeing. The Convention provided a valuable opportunity for shared learning and connection, helping set the direction for our work in 2026.



Speaker Simon Ellis, Pets at Home.



Tasmin Sibbald, Chief Operating Officer, Vypr.

“I thoroughly enjoyed the convention. Every speaker was really engaging and genuinely passionate about their topic. I came away with plenty to think about.”

Fiona Firth  
Tails.com



Speaker Louis Bedwell, Future Food Movement.



The UK Pet Food Annual Convention Panel Session.

# BEING THE VOICE OF INDUSTRY

## PROMOTING TRUST, CREDIBILITY AND UNDERSTANDING

In 2025, UK Pet Food continued to strengthen its role as a trusted, science-led voice for the pet food industry. Through proactive media engagement, stakeholder dialogue and public education, we worked to promote evidence-based nutrition, responsible pet food production and greater understanding of the sector's contribution to pets, people and the wider food system.

Our communications activity focused on building trust, challenging misinformation and ensuring balanced, informed perspectives are represented in public and policy conversations.

### OUR IMPACT AND REACH

#### Media & Public Engagement

Expert commentary across national radio, print and online media, supporting clear, evidence-based discussion on pet nutrition and feeding.

#### Policy & Influence

Ongoing engagement with government departments, regulators and parliamentarians, including parliamentary events and briefings.

#### Campaigns & Narrative

Delivery of *Love Them Madly, Feed Them Wisely* messaging through media, events and veterinary engagement.

### Member Survey: Delivering Value for the UK Pet Food Industry

Each year, members rate UK Pet Food's performance across key areas of our work. The results below show the percentage who rated our support as good or very good.



# 97%

Responsive support and protection of the industry's reputation



# 93%

Strong representation for the UK pet food industry



# 90%+

Trusted education, guidance and standards support



Sara Hormozi speaking on BBC Radio 4's Sliced Bread Programme.

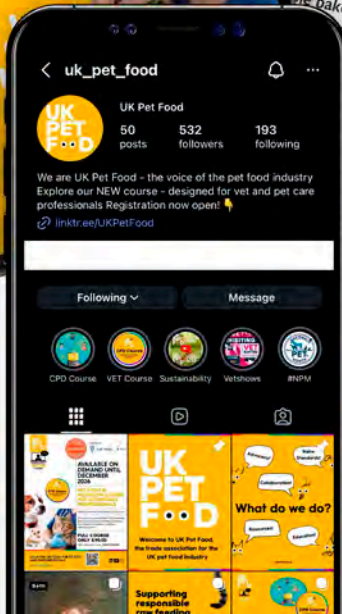
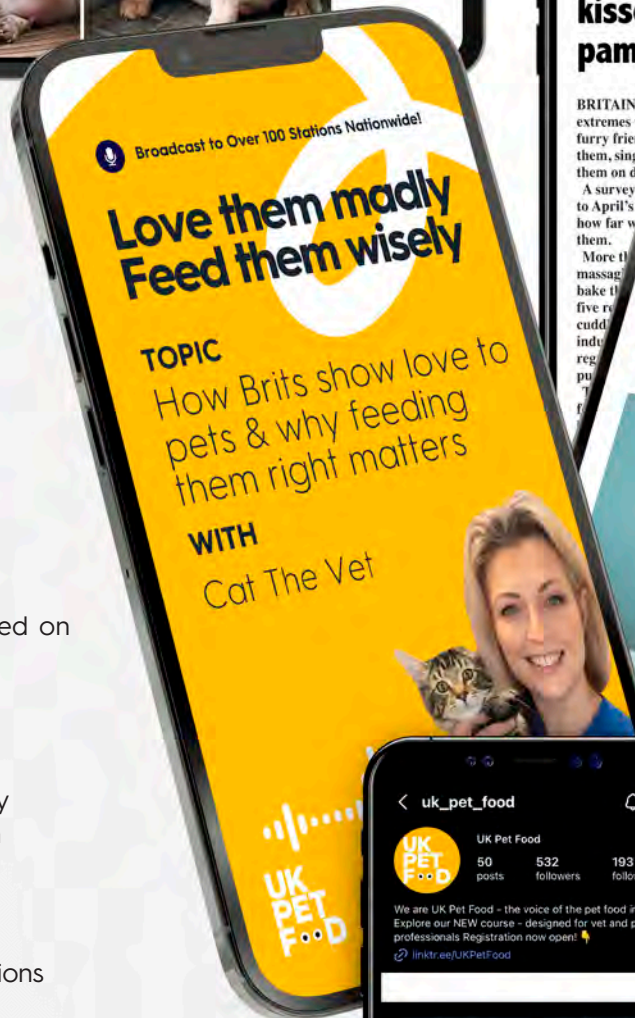
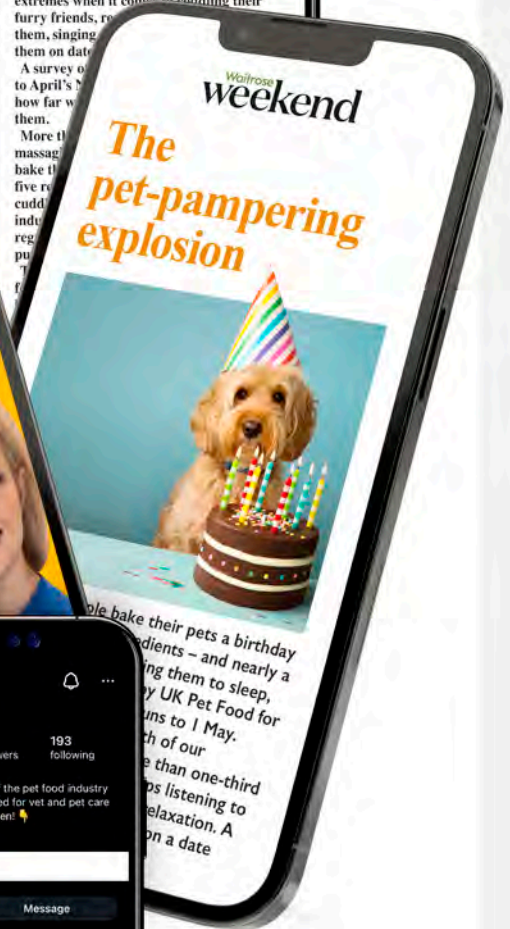
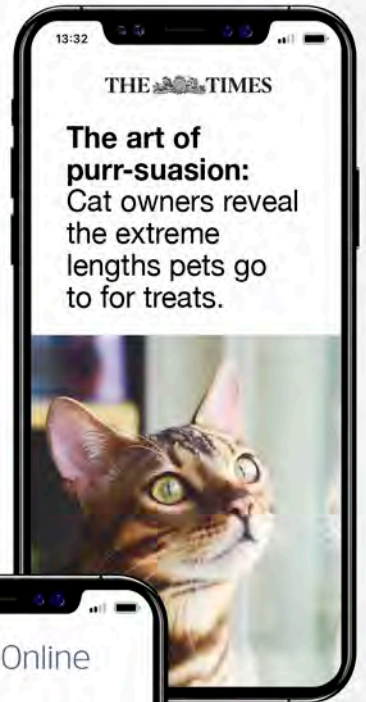
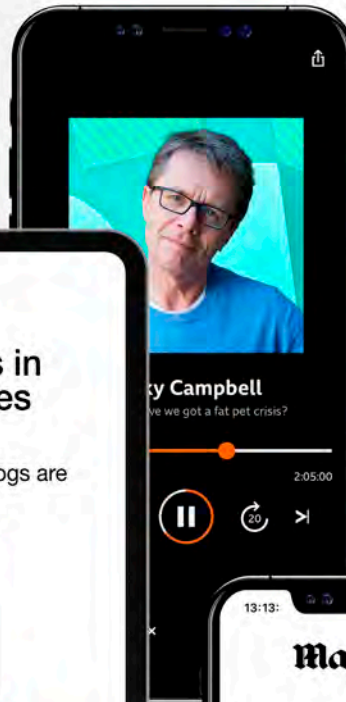


Nicole Paley and Beth Morgan, along with Dr Wanda McCormick at an APGAW event.



Nicole Paley speaking at the FEDIAF Annual Congress.

Sara Hormozi represented UK Pet Food on BBC Radio 5 Live's Nicky Campbell Show, discussing pet obesity, and sharing advice to help owners keep their pets at a healthy weight.



**465**  
Media mentions  
Feb 2025 - Feb 2026



**221m**  
Media reach



**10,000+**  
Accounts reached on social media



**1,500**  
Average monthly Instagram reach



**74,513**  
Linkedin impressions



National broadcast & print coverage across major UK media outlets

# PROVIDING INDUSTRY DATA AND INSIGHT

## UK PET POPULATION RESEARCH

Each year, UK Pet Food commissions research with 9,000 people across the UK to track pet ownership and the types of pets living in households.

Here is a snapshot of the findings, including our **Top Ten Pets for 2026**. More detail can be found on [our website](#) and in the **Pet Data Report**.



**36.5m**  
PETS IN THE UK

## TOP TEN PETS

SPECIES & POPULATION	% OF HOUSEHOLDS
AROUND 15.5 MILLION DOGS	41
AROUND 13 MILLION CATS	31
HOUSEHOLDS WITH BOTH CATS AND DOGS	14
AROUND 1.4 MILLION INDOOR BIRDS	2.7
AROUND 900,000 DOMESTIC FOWL	1.1
AROUND 600,000 HORSES AND PONIES AS PETS	1.0
AROUND 500,000 RABBITS	1.2
AROUND 500,000 GUINEA PIGS	0.7
AROUND 500,000 SNAKES	0.8
AROUND 500,000 PIGEONS AS PETS	0.7
AROUND 36.5 MILLION NON-AQUATIC PETS IN THE UK	62
AROUND 7 MILLION INDOOR TANKS	13
AROUND 7 MILLION OUTDOOR PONDS	11

Note: All figures are rounded to the nearest 100,000





## UK PET FOOD MARKET DATA

As the trade body for the pet food industry, we collect annual market data from members. Companies submit figures to Soulor Consulting on the volume and types of pet food supplied to the UK market.

The data is treated confidentially and anonymised, enabling us to publish trusted insights on the UK pet food market. More detail is available in our **Pet Data Report**.

**UK PET FOOD** **£4.3bn**  
TOTAL  
(LAST YEAR £4.1bn)

**£2.2bn**  
DOGS  
(LAST YEAR £2.1bn)

**£340m**  
OUTDOOR BIRDS  
(LAST YEAR £349m)

**£1.6bn**  
CATS  
(LAST YEAR £1.6bn)

**£17m**  
INDOOR BIRDS  
(LAST YEAR £15m)

**£64m**  
SMALL MAMMALS  
(LAST YEAR £61m)

**£66m**  
FISH  
(LAST YEAR £70m)



# THE WAY WE WORK

## HOW WE DELIVER IMPACT FOR THE INDUSTRY

UK Pet Food's work focuses on three core priorities - **Nutrition, Sustainability** and **Safety & Standards**. Across all of them, we apply three consistent approaches: **Knowledge, Collaboration** and **Influence**.

These are not stand-alone activities, but the approaches that underpin everything we do.

By building and sharing trusted expertise, bringing the sector together and speaking with a clear, credible voice, we amplify impact beyond what any single organisation could achieve alone.

This integrated way of working supports our members, strengthens trust in UK pet food and helps drive positive outcomes for pets, people and the wider food system.



# THE WAY WE WORK

## WE DELIVER OUR WORK THROUGH THREE CONSISTENT APPROACHES

### KNOWLEDGE

#### BUILDING TRUSTED EXPERTISE

##### Research & Industry Insights

- Annual pet population and habits survey.
- Annual market data report.

##### Expert Guidance & Education

- Evidence-based nutrition factsheets.
- Education events including the Rabbit Symposium and London Vet Show.

##### Specialist Expertise

- Expert Secretariat team providing technical, regulatory and strategic insight.
- Nine dedicated committees bringing together specialist expertise.

##### Member Information & Resources

- Weekly and monthly Your News member newsletters.
- Regularly updated website and member resources.

### INFLUENCE

#### REPRESENTING THE INDUSTRY

##### Public Campaigns & Communications

- Delivery of 'Love Them Madly, Feed Them Wisely' messaging.
- Growing social media engagement.

##### Media Engagement

- National media coverage reaching 221 million people.

##### Government & Policy Engagement

- Over 100 meetings with government bodies and regulators.
- Parliamentary engagement including APGAW events.

##### Professional Engagement

- Engagement with veterinary professionals through London Vet Show.

### COLLABORATION

#### CONNECTING THE SECTOR

##### Member Engagement

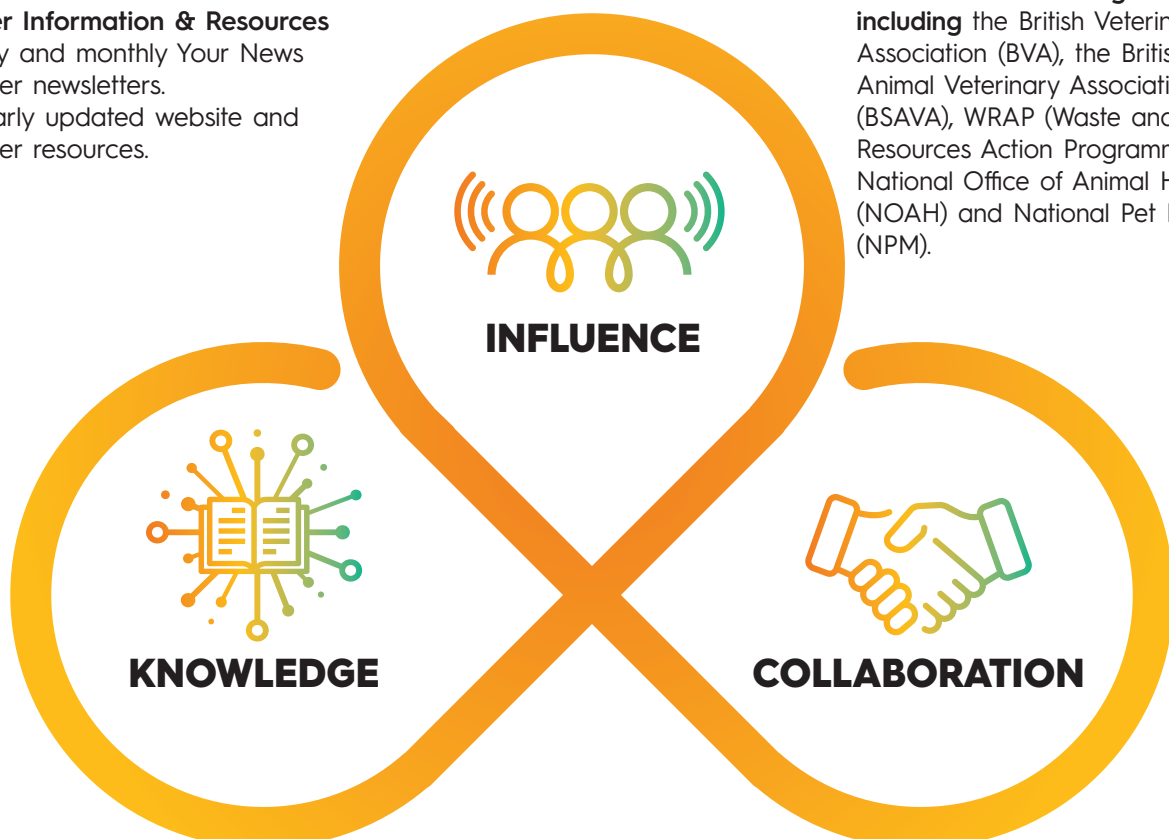
- AGM and Annual Convention
- Combined Committee Day
- Member site visits and peer learning opportunities.

##### Industry Collaboration

- Committee meetings and working group activity.

##### Strategic Partnerships

- **Active participation in industry groups including** the Companion Animal Stakeholder Council (CASC), the European Pet Food Industry (FEDIAF), the Cross-Feed Safety Group (CFSG), the Food and Drink Federation (FDF) and the Pet Sustainability Coalition (PSC).
- **Collaboration with organisations including** the British Veterinary Association (BVA), the British Small Animal Veterinary Association (BSAVA), WRAP (Waste and Resources Action Programme), the National Office of Animal Health (NOAH) and National Pet Month (NPM).





# OUR TEAM HOW WE WORK

At the heart of UK Pet Food is a dedicated team of five professionals working closely with members and industry experts to drive our mission. They are supported by expert committees and working groups drawn from across our diverse membership, ensuring we deliver meaningful impact for the sector.



**Michael Bellingham**  
Chief Executive



**Nicole Paley**  
Deputy Chief Executive



**Sara Hormozi**  
Head of Science & Education



**Donna Holland**  
Head of Technical & Regulatory Affairs



**Beth Morgan**  
Membership & Communication Executive

UK PET FOOD

# OUR PURPOSE AND PRINCIPLES

## OUR VISION

For our pets to be the best fed in the world.

## OUR MISSION

To bring the UK pet food industry together to build deep trust and lasting influence.

## VALUES

Integrity, Community, Clarity, Progress, Delivery.



**UK Pet Food**

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