



NEWS ALERT

Majority of pet owners likely to buy food to boost pets' immunity and health

DSM surveys 500 dog and cat owners on importance of pet nutrition

PARSIPPANY, NJ — August 11, 2020 — Nearly three-fourths of pet owners believe that now, more than ever, immunity is increasingly important, and the pet food they purchase plays a key role in ensuring pets have the right vitamins and minerals to protect them. In addition, 69 percent are more likely to purchase pet food offering optimal levels of vitamins and nutrients to help boost pets' immunity and keep them protected.

Royal DSM, a global science-based company in nutrition, health and sustainable living, recently surveyed 500 U.S. cat and dog owners about their pet food purchases. Using a five-point scale, pet owners ranked their agreement or disagreement with statements related to the importance of pet nutrition and immunity.

"In recent months, keeping our immune systems and those of our pets has become keenly important," explained Julia Novita, North America marketing manager, Pet Food. "By offering our pets the right foods — rich in key vitamins and nutrients, we can help maintain our pet's health. We know, for example, the right amount of vitamins D, C and E, key B vitamins with beta carotene plus essential minerals and omega 3 fatty acids nourish the immune function which helps aid our pets against everyday challenges. Because we've all been spending more time at home, the bond with these four-legged family members is especially strong right now."

Dog and cat owners were similar in their attitudes about the importance of providing their pets with the right vitamins and minerals to provide the highest levels of immunity. Dog owners, however, were a bit more likely to purchase pet food with vitamins and nutrients sufficient to boost immunity and protect the pet.

Pet owner survey results

DSM surveyed pet owners in mid-June. Of the 500 respondents, 72% had a dog in the household, 48% a cat, 5% bird and 1% reptile. Each pet owner responded to three statements, ranking their responses on a five-point scale ranging from "strongly agree" to "strongly disagree."

- Now more than ever, immunity is key. I want to ensure my pets have the right vitamins and nutrients to protect them and provide the highest levels of immune health.
 - 44% agree; 26% strongly agree
- I am more likely to purchase pet food offering optimal levels of vitamins and nutrients to help boost my pet's immunity and keep him/her protected.
 - 45% agree; 24% strongly agree
- I believe the pet food brand I purchase provides the right level of vitamins and nutrients to support and protect my pet(s), providing the highest levels of immune health.
 - 47% agree; 26% strong agree

DSM is the world's largest supplier of nutritional ingredients, providing 11 of the 13 key vitamins. DSM products can be found in everything from human food, beverage, and supplement products, including infant formula. Specifically, they provide pet food companies with products and solutions that help them succeed in a dynamic and ever-changing global market. DSM ingredients meet the highest standards for safety and quality.

About Royal DSM

A pioneer from the earliest days of feed additives, DSM is one of the world's leading suppliers of [vitamins](#), [carotenoids](#), [eubiotics](#), and [feed enzymes](#) to the global feed industry. They provide feed mills, integrators, pet food companies and farmers with products and solutions that help them succeed in a dynamic and ever-changing global market, enhancing both profits and environmental sustainability. The company was founded in 1902 and currently has approximately 23,000 employees worldwide.

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70%
OF PET OWNERS SAY
VITAMINS & NUTRIENTS
ARE IMPORTANT FOR THEIR PET'S HEALTH – NOW MORE THAN EVER.

3 OUT OF 5
PET OWNERS ARE MORE LIKELY TO PURCHASE
FOOD OFFERING OPTIMAL LEVELS OF VITAMINS AND NUTRIENTS TO HELP SUPPORT THEIR PET'S IMMUNE HEALTH.

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A pioneer from the earliest days of feed additives, we are one of the world's leading suppliers of: vitamins, carotenoids, eubiotics, and feed enzymes to the global feed industry.

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