

# COLOR + INSIGHTS REPORT



PET  
PRODUCTS

JAN 2022



The pet industry has been experiencing explosive growth. According to The American Pet Products Association, almost **85 million households** have a pet, with pet ownership rising over the last 30 years from 56% to 68% of all households.

In this increasingly growing marketplace, choosing the right materials and colors is more important than ever to captivate today's discriminating 'pet parents' as they seek to create comfortable, safe and fun home environments.

Here are 4 key trends, and how you can use them to create products that will resonate with present-day pet owners.



# CREATURE COMFORTS



Pet owners look for products that will help them turn the home into a calm, comfortable wellness zone for both them and their furry friends. Products designed to improve comfort and wellbeing for pets include foam pet beds, bowls for fresh and hygienic food, and even noise-cancelling kennels.

Borrow from the world of human wellness and use naturally soothing colors and textures. Add homey touches to pet products, such as soft colors, natural fibers and fabric effects, to allow them to blend into home decor. Seek inspiration from interior and product design trends in the human space for aesthetic cues that allow pet furniture, such as beds, bowls and crates, to be transformed into appealing objects that fit into the home.



## AVIENT SOLUTIONS:

- Wood grain effect
- Granite effect
- Fabric effect
- Muted pastels
- Soft touch materials
- Vibration damping



# PETS FOR THE PLANET

As pet people look for ways to reduce their 'pawprint' on the planet, they are making eco-conscious decisions about the products they buy for their pets. Explore the use of sustainable materials, such as coconut fibers or recycled plastics, to reduce your brand's environmental footprint. Think about choosing materials that are either bio-derived or recyclable, or incorporate post-consumer recycled (PCR) materials. Look to the ocean for design cues: the colors, movements and patterns of the ocean can provide deep and calming aesthetics.



## AVIENT SOLUTIONS:

- Super concentrates to color PCR
- Foaming agents to reduce material and weight
- Bio-derived polymers
- Natural scents



# CONNECTED PETS



It is no surprise that the pet wearables market is growing. In fact, identification and tracking are emerging as the largest application segment with sales expected to reach \$2.2 billion by 2025\*. Pet tech companies are creating 'wellbeing ecosystems' which allow pet owners oversight of everything from their pet's activity levels and the quality of their sleep, to when they get fed, how much they eat, and when they enter and leave the house.

Pet parents can also stay connected to their fur babies when they are away. 'Pet cams' allow owners to see, talk to and even play with their pets remotely from their smartphone, helping to reduce separation anxiety. Technology is also allowing AI and machine-learning to track a pet's health.

## AVIENT SOLUTIONS:

- Bio-derived polymers
- Soft touch materials
- Conductive formulations



\*Source: Grandview Research, June 2019

# PLAYFUL DELIGHT

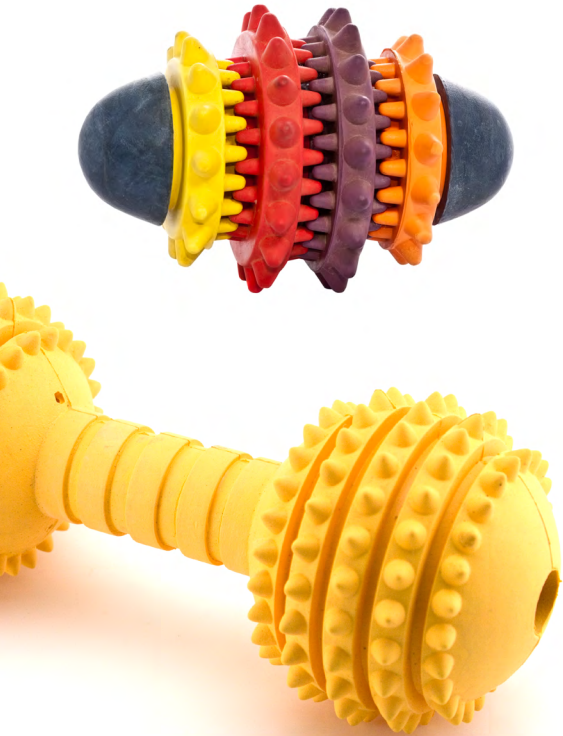
Embrace the playfulness of a puppy with bold, exciting colors and digital prints, mixed and mashed to create a playful look. Colorful patterns inject practical pet items with a sense of personality and humor.

Bright camo is a key pattern across bedding, coats and harnesses while neon pops are featured on products from dog clothing to toys and accessories, blending functionality and fun. Taking the lead from human performance wear, dog coats and harnesses feature neon shades that are exciting and increase pet visibility. Toys mix natural references such as animal shapes with high-octane colors for an exciting, engaging play experience for pets.

Be fearless and embrace the mood-boosting potential of color in your designs. Be intentional about your palette and don't shy away from bold choices. Surprise and delight with unusual forms—in a world where everything comes off-the-shelf, think about attention-grabbing shapes that could excite and intrigue your customers.

## AVIENT SOLUTIONS:

- Playful scents
- Soft touch materials
- Marble effect
- Glow-in-the-dark colorants



# HOW WE CAN HELP

## STAYING AHEAD OF TRENDS AND TECHNOLOGIES

New materials, colors, textures and visual effects are always evolving. Let us connect you to up and coming trends for colors that your customers will want to buy.

## CHOOSING COLORS THAT SET YOU APART

Finding a color or finish that catches the eye is vital to standing out on the shelf. We can recommend CMF choices that will dazzle and keep setting you apart from your competition.

## VISUALIZING THE POSSIBILITIES

You need to be able to explore and envision your options. We provide samples to so you'll be sure you've selected the best solution for your design and brand.

## ENSURING EFFECTIVE PERFORMANCE AND MANUFACTURABILITY

Go beyond color with our full complement of additive technologies designed to improve your product, from enhanced functionality to more efficient processing.

## MEETING YOUR SUSTAINABILITY GOALS

We help you solve your complex sustainability challenges and build a portfolio of technologies that will let you meet your objectives.

Questions? Call, chat, or submit a form [here](#).

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