



# FROM PANTRY TO PAWS:

## The Can To Trust at Every Mealtime Moment.

When it comes to caring for our pets, trust is everything, especially in the food we select to feed our furry bundles of love. As pet parents become increasingly loyal to the brands they choose, the quality and safety of packaging plays a bigger role than ever before.

In a market where nutritional ingredients, physical health, and convenience intersect, the wet pet food category is thriving and predicted for strong growth as consumers refuse to sacrifice price for quality. Add to that Bloomberg Intelligence projects a 13% increase in the U.S. pet population with rising disposable incomes and changing demographics in urban

areas and you have a recipe for growth. Industry trends make this packaging market poised for innovation around convenience and

dosing of food to support pet parents as they navigate what is best for their loved ones.



## What Matters Most

Sonoco is committed to supporting pet food brands with packaging they can count on—durable, recyclable steel cans that provide convenience and protection. With a legacy of quality and assurity of supply, combined with a commitment to innovation, Sonoco helps brands meet the evolving expectations of today's pet parents while earning their trust with every pop of the top.

The package protecting the food matters, and brands are increasingly more aware that the packaging partner they chose has a direct reflection on their product. According to Mondi Group's 2023 Packaging Consumer Study, 47% of consumers view a single experience with torn, ripped, or leaking packaging as a deal-breaker. This often prompts them to switch brands and post negative reviews on social media, making it difficult for companies to recover without public scrutiny. When what matters most is a pet's health and safety, the package your customers' pet food comes in is just as important as the product inside. That's why brands need packaging partners who provide best-in-class technical support to ensure the final product consistently meets the highest standards of quality and care.

# Influence of Sustainability

Product quality is of highest priority, but when consumers feel assured in the product they are feeding their pet, they then consider other attributes of the brands. Recent findings from L.E.K. Consulting's 2024 Global Consumer Sustainability Survey, as reported by Pet Food Processing, underscore a significant shift in consumer behavior towards sustainability in the pet food industry. The survey reveals that 54% of consumers are willing to pay a premium for sustainable pet food products, with 36% indicating they are more inclined to do so now compared to three years ago. Notably, about half of the respondents have switched brands or products due to environmental, sustainability, or ethical concerns.

This heightened consumer focus on sustainability places packaging at the forefront of purchasing decisions. Packaging serves as a tangible indicator of a brand's commitment to environmental responsibility. Consumers often assess sustainability through packaging attributes such as the use of recycled materials, reduction of food waste, recyclability, and the presence of clear labeling.

## Sonoco's steel food cans offer distinct advantages that align with consumer preferences:

1

### Recyclability and Sustainability:

Steel food cans are one of the most recycled materials globally, with a vast recycling infrastructure. With at least 17% total recycled content with 10% post-consumer recycled content and 100% infinitely recyclable, Sonoco cans are accredited by the **Pet Sustainability Coalition** and support a circular economy model that resonates with consumers today.

2

### Product Integrity:

Steel cans provide superior protection against light, oxygen and contaminants, preserving the nutritional quality and safety of pet food. Sonoco's best-in-class quality and technical service programs provide customers with the knowledge and support they need to ensure proper transport, handling, filling and sealing of the products that we trust to feed our fur babies.

3

### Consumer Trust:

The durability, tamper-evident and seal strength features of steel cans enhance consumer confidence in product safety and quality.



Sonoco's global metal packaging portfolio offers easy-open ends, re-close, customizable shapes, full-body labeling, and portion-control sizing that enhances both convenience and branding potential. Beyond product protection and shelf stability, our network of 12 manufacturing locations in the United States provides brands security of supply with built-in redundancy, regional flexibility, and the confidence that your product will be delivered on time—no matter what challenges arise.

With more than 125 years of packaging expertise, Sonoco remains a reliable partner for top global pet food brands. From can manufacturing to logistics, labeling, and technical support, Sonoco offers end-to-end solutions tailored to meet the unique challenges and opportunities within the evolving wet pet food market.

**Ready. Reliable. Responsible. Sonoco steel cans meet your brand at every moment.**





## About the Company

Sonoco Metal Packaging, North America, a division of Sonoco Products Company, is a leading manufacturer of two-piece and three-piece steel food cans engineered specifically for wet pet food. Our cans offer superior protection against light, moisture, and air—ensuring that pet food stays fresh, flavorful, and nutritious from production to feeding time. With an emphasis on consumer convenience, our cans feature easy-to-open ends and a wide variety of sizes to support portion control and reduce waste.

With 56 world-class manufacturing facilities across the globe, Sonoco Metal Packaging provides fast turnaround, supply assurance, and tailored solutions to leading pet food brands. Our steel cans are not only functional and efficient, but they're also better for the planet. Made from infinitely recyclable material, our cans use less energy and emit fewer greenhouse gases than alternative packaging formats, helping brands meet sustainability goals without compromise.

Beyond packaging, Sonoco is committed to giving back. Through our long-standing partnership with the Darlington County Humane Society and our sponsorship of their Animal Adoption & Education Center, we demonstrate our dedication to animal welfare and community impact. These efforts reflect our belief that doing good goes together with doing business.



## Want to Learn More?

Interested in learning how Sonoco Metal Packaging can support your brand's wet pet food packaging and sustainability goals?

Contact us at [consumerpackagingamericas@sonoco.com](mailto:consumerpackagingamericas@sonoco.com) today!