

RETAIL

## Britain's Fortnum & Mason, eyeing potential, enters pet market with hampers and dog products

February 24, 2020



British grocer Fortnum & Mason is paying the same attention to its dog hampers as it does for its human-oriented products, including the trademark wicker basket. Image credit: Fortnum & Mason

By LUXURY DAILY NEWS SERVICE

Fortnum & Mason, grocer to the British Queen and Prince of Wales, has entered the lucrative and growing pet food and accessories market with its first collection for dogs and cats.

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The London-based company will start with two hampers for dogs, along with a wicker F&M-emblazoned dog bed basket. On offer are a total 25 SKUs, including dog toys, leads, food, bowls and beds.

"Our customers have been using old hampers as dog baskets for years, and so we thought it was about time to create something rather more bespoke," Fortnum said in a statement on its site.

"We've decided it's high time to honor our other four-legged friends, and are doing so with our first-ever collection for both cats and dogs with beautifully made toys and accessories available both in Piccadilly and online."

Not just throwing a bone

The Fortnum **gift baskets** include U.K.-made products.

For example, the dog bone toys are sourced from Mutt & Hounds in its Wiltshire studio, using original and unique printed linens, Yorkshire tweed and Italian leather inspired by the Cotswolds.

Pippa & Co. supplies the dog beds that are handmade in the United Kingdom.

The ceramic dog bowls come from Kara Leigh Ford. Inspired by the sunny Dorset coast, each ceramic piece is meant to remind consumers of their favorite beach or stretch of coastline. They are handcrafted from stoneware clay near Bath, Somerset, with no two dog bowls being the same.

Dog treats the healthy sort, all organic, gluten free and sans sugar are courtesy of Yoko.

Leads and collars are sourced from Fetch & Follow, an East London brand that makes its leather products and

buckles locally to last wear and tear.

The Fortnum's Dog Hamper goes for \$84, Top Dog Hamper for \$175 and Fortnum's Dog Basket for \$252.

Individual items range from \$16 for a treat tin or tug rope, all the way to \$65 for leads and \$265 for a bed.

In Fortnum's case, hampers are inevitably cheaper than items bought individually.



Fortnum & Mason's two dog hampers and one dog basket, all marking its entry into a rapidly growing pet food and accessories market in the United Kingdom and overseas. Image credit: Fortnum & Mason

### Dog's life

There are an estimated 9 million dogs and 8 million cats as pets in the United Kingdom, according to 2018 data from the Pet Food Manufacturers Association.

All told, it is estimated that 12 million, or 44 percent of all U.K. households, have a combined 51 million pets.

Per Statista, the U.K. dog treats market was valued at \$597 million in 2018, up from \$580 million in 2017 and \$560 million in 2016.

Separate research from Mintel estimated that the British pet products and services market was set to reach \$2.7 billion in three years' time, up from \$2.2 billion in 2018.

It is this rapid uptick in pet food and accessories sales that Fortnum wants to capture as it looks for new markets that fit within its remit.



Fortnum & Mason's Red Coats at the Lord Mayor's Show in London. Image credit: Fortnum & Mason

INTERESTINGLY ENOUGH, Fortnum has been associated with cats for many years.

**Edward Bawden**, Fortnum's illustrator in the 1950s, was so fond of cats that he once created an entire catalog based on them.

"Ever since then, all signs would seem to point to us being cat people after all, they've been **roaming around London wearing our Red Coats**, so nobody could blame you for thinking such a thing," Fortnum said.