

Research on Marketing Strategies of Pet Food Under the Precision Nutrition Model: A Case Study of Royal Canin's Brand Efficacy

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Abstract. With the rapid development of the global pet economy, the cognition of pet health management by pet owners has changed from simple feeding to precision nutrition. The goal of this study is to investigate the impact of precision nutrition marketing strategies on pet food consumer decision-making. This study applies quantitative analysis and qualitative case studies to analyze how Royal Canin creates brand differentiation advantages by satisfying breed-specific and life-cycle needs. The report explores Royal Canin's "nutrient-first" philosophy and its digital platforms, including interactive tools such as health calculators and breed-specific guides. Digital tools are built to close the information gap between the brand and pet owners. The research showed that a science-based precision nutrition system can significantly increase consumer brand loyalty and perceived value. The results show that contemporary digital marketing converts buying into long-term advisory relationships. In addition, the research explores the penetration logic of this model in different regional markets and provides some theoretical references for the market positioning and strategic decision-making of global pet food companies under a complex economic environment.

Keywords: Precision nutrition, pet food, consumer behavior, marketing strategies, brand value

1. Introduction

The global pet industry is experiencing a radical transformation from traditional commodity-based consumption to sophisticated data-driven health management in the digital age. As pet owners continue to consider their animals as part of the family, the market for nutrition that goes beyond just survival and into "precision nutrition"—a model designed to meet the specific physiological and life-stage needs of individual animals—is expanding [1].

This research studies the effectiveness of the precision nutrition marketing strategies on consumer behavior, with a special emphasis on the Royal Canin brand as a main case study. The author, a student at the School of Computer Sciences, Universiti Sains Malaysia (USM), adopts a multidisciplinary approach, merging software engineering principles, including data modeling and analytical visualisation, with traditional marketing research frameworks.

This study explores the convergence of digital marketing effectiveness and consumer trust by investigating the changing dynamics between businesses and pet owners in an increasingly complex digital environment. Research investigates how niche, data-based nutritional brands meet regional market preferences, providing insights for businesses to improve marketing strategies through better understanding consumer needs and technological engagement.

2. The evolution of digital marketing in the pet nutrition industry

2.1. The paradigm of precision nutrition: from commodity to customized intervention

Precision nutrition is an emerging concept for companion animals, moving away from the traditional mass market formula approach to specific, individualized interventions. It's a reflection of the increasing understanding of how what we feed can influence the long-term physiological outcomes of our pets, moving well beyond merely supplying the basic macronutrients to meeting the specific metabolic, behavioral and life-stage needs of each animal [2].

Industry leaders such as Royal Canin have embraced this paradigm, and at the core is the "nutrient-first" philosophy. Here we put science ahead of marketing trends so that formulas are developed to meet specific biological requirements of certain breeds and health conditions. "Research into companion animal health is evolving and the industry is focusing more on digestible, highly bioavailable ingredients to avoid chronic disease and enhance quality of life" [3, 4]. This has led to precision nutrition moving from a scientific concept to a market-led imperative for companies that need to base product portfolios on hard physiological data rather than consumer whims.

2.2. Digital marketing as a driver of consumer engagement and trust

As the shift towards precision nutrition is driven by the significance of information transparency and professional endorsement, digital platforms are indispensable for the interaction of brands with consumers. Digital marketing here is not just a promotional tool but an important interface to deliver scientific value and consumer trust [5]. For brands like Royal Canin, the digital ecosystem is a knowledge center that guides pet owners through the complexities of breed-specific needs and life-stage health requirements.

This digital-first approach allows brands to bring the abstract nature of nutritional science into a tangible consumer application. Brands can move from transactional to long-term advisory relationships by offering personalized content, including digital breed-health guides and interactive dietary calculators. Such digital interventions are critical for addressing the "information asymmetry" often experienced in the pet food market, empowering consumers to make data-backed decisions based on their pets' unique physiological profiles. Moreover, the ability of these platforms to measure and respond to user behavior highlights the effectiveness of a data-driven strategy where the quality of digital engagement is directly related to brand loyalty and the perceived value of precision nutrition.

3. Case study: quantifying brand resonance and strategic dynamics

3.1. Digital metrics as a gateway to brand resonance

A review of the performance metrics for April 2026 on royalcanin.com offers an empirical look at a thriving digital ecosystem. In this time the platform has accumulated 3.6 million total visits, making it more than just a transactional hub; it is a primary knowledge repository for precision nutrition [6].

Average visit duration is 82 seconds and average pages per visit is 2.77. This shows that consumers are engaging with high-value scientific content, rather than just browsing product catalogues.

From a data-driven perspective, these engagement metrics justify the "nutrient-first" philosophy described in Section 2.1. The ability to maintain such levels of engagement suggests that the brand is successful in reducing the information asymmetry between scientific research and the needs of pet owners. The brand's global presence, as reflected in its #15,852 global traffic ranking [6], further cements the brand's position as a market-led imperative that leverages digital reach to scale scientific education across the world. These findings show that Royal Canin's digital platform is a key enabler of its precision nutrition strategy, giving consumers easy access to data-driven insights for smarter choices.

3.2. The shift in brand-consumer power dynamics

Data-driven marketing technologies have changed the power dynamic between pet food brands and consumers forever, from one-way influence to two-way engagement. Historically, brands held the informational asymmetry, controlling the story around nutritional quality. However, the rise of digital platforms and tailored analytical tools has empowered pet owners to transition from passive recipients to active and informed decision-makers.

Interactive health calculators, breed-specific data visualization and customized feedback loops are among the technical drivers that have democratized access to specialized veterinary and nutritional insights. This technological shift means brands like Royal Canin must shift to a more transparent and advisory-centric marketing strategy [7]. In this new paradigm, the "brand power" is no longer limited to market reach, but to the brand's ability to be a trusted digital partner providing actionable, evidence-based solutions.

Furthermore, this technology-driven engagement creates a feedback loop in both directions. Consumers create data through their interactions—such as usage patterns and health-related questions—that helps inform the brand's R&D and precision nutrition strategies. Consequently, the power paradigm has shifted to a symbiotic relationship where the brand provides scientific authority, and the consumer provides the granular data to fine-tune that science. The shift points to a critical strategic imperative: companies should now focus on building meaningful digital ecosystems rather than traditional mass advertising, because the power to dominate the market now lies with those who can best translate complex nutritional data into user-centric value [8-10].

4. Conclusion

This research has studied the paradigm change that has occurred in the pet food industry, where precision nutrition has moved from a scientific theory for specialists to a market-led imperative. The effectiveness of current nutrition brands is closely related to their capacity to use digital platforms as information centers for scientific education. This study analyses the digital marketing techniques of Royal Canin.

The data indicates that the use of digital marketing technology has shifted the balance of power between brands and pet owners. Brands have become advisory partners, who through data-driven interactions and personalized digital ecosystems, make the purchase an informed decision based on value. High interaction metrics and global traffic reach prove that digital engagement is a key feedback loop for brands to develop their precision nutrition solutions based on user needs. Ultimately, the future of the pet nutrition industry will be decided at the intersection of physiological

science and leading-edge digital analytics. And those that can translate complex data into meaningful, user-centric value will define the next frontier of market leadership.

This research gives an overview analysis of the digital marketing methods within the paradigm of precision nutrition. However, several limitations exist. The empirical approach relies mostly on publicly available web traffic data for a certain period of time, which may not capture the entire complexity of offline consumer behavior or long-term purchasing habits. Moreover, the use of secondary data sources means that following research should use primary data, such as large-scale consumer surveys or long-term behavioral monitoring, to further corroborate these findings.

Looking ahead, the use of AI-powered data presents a promising area for precision nutrition marketing. As data processing develops, machine learning algorithms could be used in future research to further define the precise association between tailored digital interaction and health outcomes in companion animals. These changes are likely to result in more advanced, automated marketing strategies where firms will be able to foresee and meet consumer requirements better than ever before.

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