



INTERVIEW

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PACKAGING HAS BECOME A STRATEGIC LEVER IN WET PET FOOD



In an increasingly sophisticated market, where product innovation coexists with cost pressures and evolving consumer expectations, packaging is gaining importance as a key differentiating factor in wet pet food. We spoke with **Isaac Morales**, Sales Manager at Tetra Pak Iberia, about how the category is evolving and the role solutions such as Tetra Recart® can play in this new landscape.



What is changing today in the wet pet food market?

Wet pet food is no longer competing solely on ingredients. Differentiation is also driven by how the product is produced, distributed and presented. In an increasingly demanding market, packaging is no longer just an operational element but is becoming a lever with a real impact on efficiency, convenience, sustainability and user experience.

To what extent is the consumer driving this transformation?

Very significantly. Today's consumers value not only the quality of the food, but also practicality, ease of use and the environmental profile of the packaging. In this category, we are seeing increasingly clear preferences: formats that are easy to open and reseal, convenient to store, and that reduce the risk of leakage or product waste.

It is no coincidence that resealability is the most frequently mentioned unmet need among consumers and that, according to consumer studies conducted by Tetra Pak, 59% consider it one of the attributes with the greatest potential to drive purchase. In addition, 43% say that environmentally friendly packaging increases the likelihood of considering a brand, and 62% would choose Tetra Recart® over options such as cans if it were available.

What does a solution like Tetra Recart® bring to these new market demands?

It offers a highly relevant combination of convenience, functionality and flexibility. On the one hand, it addresses very specific consumer needs in terms of opening and closing, as well as storage and ease of pouring. On the other hand, from an industrial perspective, it allows manufacturers to work with different formats and adapt more quickly in a category where different sizes of dogs and cats have different nutritional needs.

And what advantages does it offer from an operational perspective?

Beyond the product itself, the impact extends across the entire operation. Its rectangular shape helps optimise space usage in transport and storage, both in distribution and at the point of sale. In addition, the packages are delivered flat before filling, which significantly reduces the volume required to transport empty



packaging, saving hundreds of trucks on the road. All of this contributes to a more efficient supply chain, with better logistics optimisation and a lower environmental footprint.

How does this translate into value for manufacturers and retailers?

// It means greater adaptability and a more efficient operation through an innovative packaging solution. In production, for example, Tetra Recart® filling lines allow for rapid format changes, making it easier to adjust offerings to evolving pet consumption needs. In distribution, the format itself helps improve shelf replenishment, in-store organisation and overall efficiency. These improvements, taken together, can have a very positive impact for both manufacturers and retailers.

Beyond a specific packaging solution, how does Tetra Pak support the sector?

// Our approach goes beyond packaging. At Tetra Pak, we work with an end-to-end vision, supporting manufacturers throughout the entire process, from recipe development



or adaptation to production optimisation, distribution and adaptation to different format or market needs and product launches. In wet pet food, packaging has become a strategic lever, and our role is to help the sector respond more effectively to these new demands through a broader portfolio of packaging solutions and a holistic business approach.

