

# INTENT OF PET OWNERS TOWARDS PET OWNERSHIP, FOOD FEEDING PATTERNS AND THEIR ATTITUDE TOWARDS THEIR PETS

The pet food industry is witnessing a growth spurt that is especially apparent in many countries across the globe. This growth trend is a result of a change in the behavior of pet owners, more and more of who now consider their pets as a member of the family, characterized by the prevalence of the ‘pet parent’ culture. The study identifies trends driving the pet food market across India, Russia, UK, Philippines, Malaysia, RSA, USA and Brazil with data collected from over 3300 pet owners.

Our report on consumer trends in pet food industry explores the various aspects that are contributing towards the growth in the pet food, healthcare and well-being industry. This report focusses on several aspects of pet ownership, including intent for pet ownership, categories of pet food popular with pet owners, the various healthcare pet checkups, spending on necessary and lifestyle pet items among others.

The primary research report analyses sentiments and responses obtained directly from our diverse community of pet owners across the globe, and also strives to understand the root cause for brand switching among pet owners across the globe. The research identifies important decision making parameters consumers use to evaluate pet food products.

This research enables key decision makers of pet food brands (including marketers) across the globe to understand the behaviour of different pet owners as well as find out which pet food formulas (including brands, ingredients, pricing, segments) are more likely to be purchased. This study also showcases the factors that matters most for pet owners ranging from medical check-ups, quality of food, wellbeing of pets, pet insurance, etc. The report also offers insights into consumer preferences for pet food and the daily consumption in terms of quantity, ingredients, nutrients and spending for different pets.

## KEY QUESTIONS ANSWERED IN THE REPORT.

- 01 What are the main reasons for owning a pet?
- 02 What categories of pet food do consumers use across different countries (kibble/dry, canned, semi-moist, home-cooked, and raw) and what are the reasons behind their choices?
- 03 Which are the popular pet food brands globally? (in terms of market share)
- 04 What is the percentage of brand switches amongst consumers and reasons for switching?
- 05 What are the aspects pet owners are still dissatisfied with, post brand switching?
- 06 Are pet owners willing to pay a premium for higher satisfaction levels and what amount of premium are they willing to pay?
- 07 What are the most common medical check-ups pets undergo?
- 08 Which are the more popular pet insurance brands and how much are pet owners willing to spend to insure their pets?
- 09 What are owners’ future intent to purchase pet insurance?