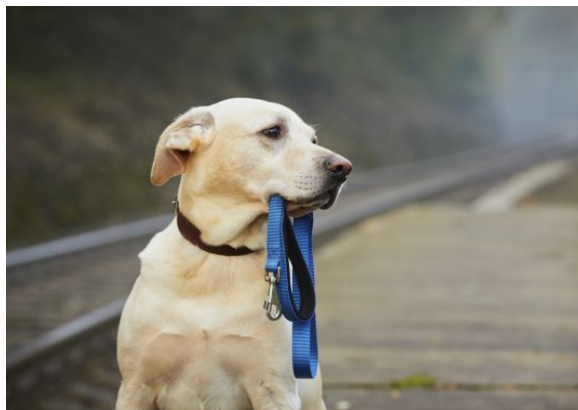


## Petcare - UK - July 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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“People are increasingly treating their pets as humans. They want their pets to feel cared-for, comfortable and mentally stimulated. So there is driving demand for added-value products, often mirroring mainstream human styling and healthcare trends. As a result people are prepared to pay more for their petcare products and to replace them more often.”

— Jane Westgarth, Senior Market Analyst

### This report looks at the following areas:

- Interest in monitoring pet activity levels
- Remote interaction with pets
- Will online trading for pet accessories keep growing?

People love their pets and many treat them as part of the family, effectively treating their animals as humans. As a result there is a growing market for toys, stylish accessories and pet beds/housing with added value. In addition, the desire to occupy and ‘treat’ pets is opening up more opportunities for toys and games including technical ones.

Pet health is also high on the agenda for pet owners and there is a growing market for petcare products from health supplements to shampoos. Again, many product developments are reflecting human trends so we are seeing ingredients such as tea tree oil, and niche product developments including supplements for ageing joints.

The market for petcare products is robust and performs well, even during an economic downturn, because most pet owners are unwilling to cut back or compromise when it comes to looking after their pets. But, as consumer spending power picks up, we expect pet owners to spend more, trading up for added value products.

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- Will online trading for pet accessories keep growing?
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- Pet health accounts for 23%

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Fragmented supply  
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People treat pets as if they were human

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