

Britain's Pet Owners - UK - July 2017

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“The undeniable feel-good factor linked to pet ownership can be harnessed in very compelling marketing messages. Advertising themes that centre on pets deserving the very best to thank them for the emotional benefits they bestow on their owners are likely to chime. There are also growing opportunities for products and services that have specific emotional benefits for pets.”

– **Emma Clifford, Senior Food and Drink Analyst**

This report looks at the following areas:

- Brands can partner with health, fitness and weight loss initiatives for pets and their owners
- Harnessing the popularity of photo and video sharing can build engagement
- Big opportunities for products and services that focus on emotional wellbeing for pets

At the heart of pets' cherished and often pampered place in the home is how they make their owners feel. The rich mix of positive emotions arising from pet ownership, with happiness the overriding feeling, underpins the strong, familial bond between pet and owner. Most pets owners would take their pets everywhere with them if they could, highlighting huge scope for development across the leisure and foodservice industries.

This report also looks at owners' concerns regarding their pets, their interest in a range of activities, services and products for pets and their attitudes and behaviours towards their animals.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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