

## Pets - Ireland - December 2017

Report Price: £1095.00 | \$1453.83 | €1247.97

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“Increasing humanisation of pets is seeing Irish owners willing to splash out more on their pets, with year-on-year growth of pet food spending. Three quarters of pet owners see their pets as members of their family, and as such are willing to spend more to cater to their needs.”

– **Brian O’Connor, Senior Consumer Analyst**

This report looks at the following areas:

- Weight issues becoming an issue for pets
- Pet food brands reducing unhealthy ingredients in food products
- RoI consumers’ personal finances improve, mixed picture in NI
- Traceability and ingredient labelling very important to Irish pet owners

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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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### Recent Developments

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