

Canadian Pet Owners - Canada - September 2019

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This report looks at the following areas:

- Older consumers are less inclined toward pet ownership
- Word of mouth and vets have an affect
- Some have concerns over leaving their pet home alone

Sentiment among pet owners displays a strong connection between them and their pets, as well as a tendency to purchase pet food with natural ingredients. Looking forward, the market will continue to see growth due to a new generation of pet owners that seek to provide pets with a healthy and happy life filled with products and experiences fit for human consumption.

The primary focus of this Report will be based on the results of Mintel's exclusive research and focuses on pet ownership in Canada; including type of pet owned, number of pets owned, retail channels used to purchase pet supplies, channels of influence in the purchase decision and attitudes toward pet ownership. Additionally, trends/innovations, issues and insights, market size and forecast, market factors, marketing and advertising campaigns are explored.



"The majority of Canadians have a pet in their household with dogs and cats being most common. The market for dog and cat food continues to climb and will likely see premium offerings expand into more product lines."

- **Andrew Zmijak, Research Analyst**

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