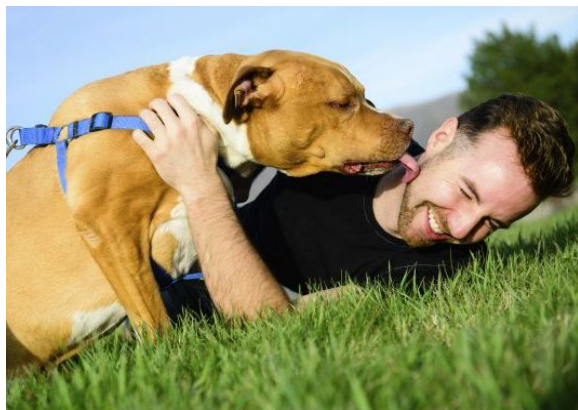


## Canadian Pet Owners - Canada - September 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"Pets are common among Canadian households. The relationship between owners and their pets runs deep, driving an approach to care akin to that of a parent and their child."

- Carol Wong-Li, Senior Analyst, Lifestyles and Leisure

### This report looks at the following areas:

- Owners are concerned about ingredients in pet food
- Shouldering more responsibilities increases enjoyment
- Perceived cost of pet care is prohibitive to ownership

As pet owners feel that the benefits of owning a pet far outweigh the work involved, they are often willing to spontaneously spend discretionary dollars on treats and toys, though their approach to foods is met with much scrutiny. Events celebrating the emotional bond (eg birthdays or doggie triathlons) will generate engagement with pet owners.

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](http://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[reports@mintel.com](mailto:reports@mintel.com)

### DID YOU KNOW?

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

# Canadian Pet Owners - Canada - September 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Overview

What you need to know

### Executive Summary

The issues

Owners are concerned about ingredients in pet food

Figure 1: Attitudes towards pet ownership (selected statements), June 2015

Shouldering more responsibilities increases enjoyment

Figure 2: Agreement with "Having a pet improves the quality of a person's life" (any agree), by age of children at home, June 2015

Perceived cost of pet care is prohibitive to ownership

Figure 3: Barriers to pet ownership: "Pet care is too expensive", by age, June 2015

The opportunities

Personalized deals via emails are of interest among owners

Figure 4: Agreement with "I am interested in receiving coupons by email for pet supplies or pet food" (any agree), by age and gender, June 2015

Pet owners are looking for quality in food products and will want proof

Figure 5: Attitudes towards pet ownership (selected statements), June 2015

Promoting physical activity for owners and their dogs

Future consideration is strong among owners

Figure 6: Those planning on getting another pet in the future, by age, June 2015

What it means

### The Market – What You Need to Know

Population shifts should benefit the pet industry

The cost of pet food and supplies will continue to rise

Wavering consumer confidence may impact spontaneous purchases of treats and toys

### Market Factors

Demographic shifts favour pet ownership

Figure 7: Population aged 65 years and over in Canada, historical and projected (% of total), 1971-2061

Growth of the LGBT community & rise of single parent households

Figure 8: Distribution and percentage change of census families, by family structure, 2001-11

Cost of pet food and supplies likely to continue rising

Figure 9: Monthly movements in selected major components of the Canadian Consumer Price Index, seasonally adjusted, 2010-15

Recent economic activities have negatively impacted consumer confidence

Figure 10: Consumer Confidence Index, monthly, January 2008-January 2015

### Key Players – What You Need to Know

Businesses are finding ways to honour the bond

Industry advertising efforts rely on standard themes

### What's New?

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Canadian Pet Owners - Canada - September 2015

**Report Price:** £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Improving pet travel: The Ark, JFK Airport's newest terminal

Figure 11: Planned resort for dogs at JFK airport, June 2015

Sharing the pet experience: Shared ownership programs

Two can play at this game: Keeping owners and dogs fit with Woof Fit Mini Triathlon

Marketing to the relationship: American Beagle and MAC Cosmetics

Figure 12: MAC Cosmetics Haute Dog collection, June 2015

Technological hookups for dogs and their owners: Tindog

## Marketing Strategies

Celebrating the emotional bond

HomeAway

Figure 13: HomeAway, "A Whole Vacation" Part 1 and 2, 2015

PetSafe Canada

Attributing human and animal characteristics to each other

Purina #IGETBEGGIN

Figure 14: Purina, "I Get Beggin", 2015

Greenies Dental Dog Treat

Figure 15: Greenies, "Dental dog treat", 2015

Equating quality of food with love

Cesar – Night Shift

Figure 16: Cesar, "Night Shift", 2015

Purina Puppy Chow – Bandit's Fun in the Kitchen

Figure 17: Purina, "Bandit's Fun in the Kitchen", 2015

## The Consumer – What You Need to Know

Pets are common in Canadian households

For pet owners, the benefits far outweigh the efforts involved

Owners are choosy about ingredients of pet foods

Veterinarians are the primary source for advice

Cost and responsibility are barriers for non-pet owners, though future consideration is strong among Millennials

## Pet Ownership

Nearly two thirds of Canadians have pets

Figure 18: Pet ownership, June 2015

Pets and children are a typical combination in Canadian households

Women are more likely to be pet owners

Associated costs impact pet ownership

Cats are popular among French speakers and the LGBT community

Future consideration is strong among owners

Figure 19: Those planning on getting another pet in the future, by age, June 2015

## Pet Care Responsibility and Impact on Quality of Life

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Canadian Pet Owners - Canada - September 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Pet care responsibility primarily lies with one individual

Figure 20: Care responsibility, by age and gender, June 2015

Pets bring joy and are worth the effort

Figure 21: Attitudes towards pet ownership (selected statements), June 2015

The benefits of pet ownership are vast

Pets really can be one's best friend

Companionship is valuable to older Canadians

Ownership teaches responsibility and encourages physical activity

Pet ownership is not without its challenges, though efforts are worth it

Sharing of pet care responsibilities elevates enjoyment

## Pet Acquisition

Pets are acquired through various means

Figure 22: Pet acquisition, June 2015

Opportunities to be had upon starting pet ownership

At the start of the process – A qualitative look

## Approach to Pet Food Purchase

Owners are concerned about the quality of pet food

Figure 23: Attitudes towards pet ownership (selected statements), June 2015

Ingredients matter – A qualitative look

The proof is in the (meat) pudding

Women and more affluent shoppers will look for age-appropriate products

Figure 24: Agreement with "I tend to buy products that are designed for my pet's age" (any agree), by gender, June 2015

## Shopping for Treats and Celebrations

Pet owners shop spontaneously for their pets and seek discounts via email

Figure 25: Attitudes towards pet ownership (selected statements), June 2015

Opportunities abound with women pet owners

The emotional engagement of rewards extends into purchases for pets

Figure 26: Agreement with "I am interested in receiving coupons by email for pet supplies or pet food" (any agree), by age and gender, June 2015

## Trusted Sources for Information

Veterinarians are the primary source for advice

Figure 27: Attitudes towards pet ownership (selected statements), June 2015

Other sources are considered

Quebecers more inclined to trust celebrity pet experts

## Dog Owners' Interest in Pet Services

Adoption of services outside of grooming is low

Figure 28: Pet services used or interested in, June 2015

Traveling with pets is big business

Pet boarding and sitting services are of interest among affluent dog owners

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)  
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100  
EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Canadian Pet Owners - Canada - September 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Pet health insurance sees interest but cost is prohibitive

Parents are keen on services that add ease

Figure 29: Pet services used or interested in, by parental status, June 2015

## Non-pet Owners – Barriers and Future Consideration

Responsibility and cost are prohibitive factors to ownership

Figure 30: Barriers to pet ownership, June 2015

Older Canadians have unique considerations

Millennials are interested in future pet ownership

Figure 31: Future pet ownership – Non-pet owners, June 2015

Options are available to those looking for less commitment

Raising awareness of pet sharing services

Enticing ownership with easier to care for animals

Keeping pet adoption top of mind

## Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)