

Petcare - UK - June 2017

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“People indulge their pets, including them in celebrations, buying them gifts, stylish accessories and toys. Humanisation of pets is also extending to include fitness monitors that make sure the pet is getting the exercise it needs. But today’s time-pressed consumers also drive demand for automated accessories that can feed or entertain a pet left alone.”

– Jane Westgarth, Senior Retail Analyst

This report looks at the following areas:

- How much will online shopping for pet accessories grow in the next five years?
- Are consumers buying into technical products for their pets?
- Is there scope in petcare retailing for another major pet specialist?

This is a diverse market with a wide range of products. Humanisation of pets – treating them as part of the family – means that owners will spend more to help their pets feel happy, healthy and remain active. Many pet owners believe that pets appreciate being given new accessories and this trend is helping bolster the market for stylish accessories as well as premium healthcare items that mirror trends in human supplements and toiletries. Innovation is widespread in the sector, and consumers are interested in automated products as well as internet-connected technology that can monitor fitness and activity.

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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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- £43 spent on average in the last month
- 41% of shoppers bought things online
- Pets at Home is widely used
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