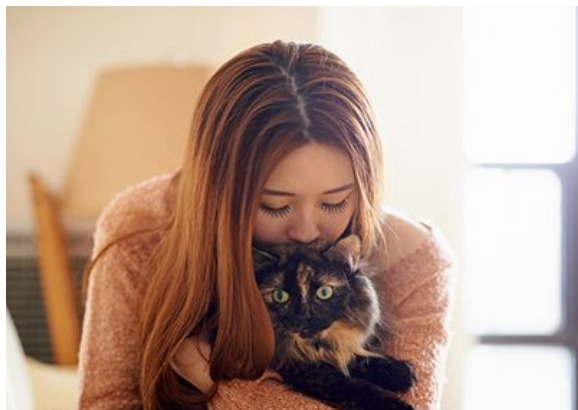


## Marketing to Pet Owners - China - January 2018

Report Price: £3302.97 | \$4460.00 | €3717.16

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“The pet industry will continue on an upward trajectory, especially related to cat ownership. This is because people want to fill the emotional void in their lives (eg parenthood) without completely changing their lifestyles.”

– **Alina Ma, Associate Director**

This report looks at the following areas:

As pet owners value animals' companionship a lot, marketing communications and product benefits could be around pet pampering and doting, instead of cutting down the interaction between pets and owners in the interest of saving time.

- Opportunities of pet food lie in human emotions
- Boost brand image through offering special care for pets
- Pets will be living in a smart, fun world

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