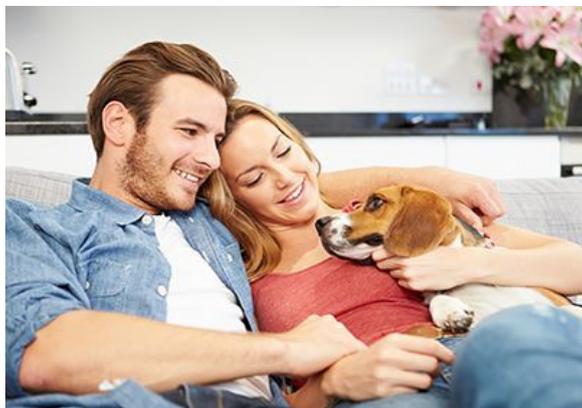


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“Following a period of significant growth, the pet insurance market stalled in 2018. Despite this, a large number of pets remain uninsured, and there is room for greater uptake of cover in the near future. Developments related to wearable technology and how this can be used to track a pet’s health and wellbeing will appeal to younger pet owners.”

– **Douglas Kitchen, Financial Services Analyst**

This report looks at the following areas:

Online claim solutions, and 24/7 online vet consultations are also adding value to the market.

- **New technology will encourage younger pet owners to take out cover**
- **Bespoke policies and benefits for multi-pet owners can help boost sales**

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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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