

# Pets – Ireland – October 2020

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## This report looks at the following areas:

- The impact of COVID-19 on spending on pets and interactions with pets.
- How working at home has impacted on consumers' relationships with their pets.
- Purchasing of pet foods and the influence of health and sustainability on pet food.
- Usage and types of pet insurance among Irish pet owners.
- The continued evolution of pets into 'members of the family'.

COVID-19 has strengthened the bond many Irish consumers have with their pets, as more time spent at home has allowed them to spend more time with their pets. In turn, pets have also been cited as helping to alleviate some of the isolation that consumers have felt during the lockdown. This deeper relationship with pets will see the trend of pets being considered family accelerate, and in turn potentially see consumers more willing to splash out on their pets.

Moving forward the economic impact of the COVID-19 lockdown may take its toll on spending on pets, and see affected consumers more likely to trade down to cheaper pet foods, or more basic types of pet insurance. However, with pets more likely to be treated as members of the family, long term opportunities for premium spending on pets is only likely to improve.



“COVID-19 has seen Irish pet owners able to spend more time with their pets, with pets widely acknowledged as alleviating some of the isolation of lockdown during the crisis. This has likely only deepened the relationship that Irish consumers have with their pets and in turn could lead to more prolific spending on pets in the near future.”

– **Brian O'Connor, Senior Consumer Analyst**

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- Pets are family to most owners
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## ATTITUDES TOWARDS PETS

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