

Brazilian Pet Owners - Brazil - January 2020

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“The survey shows 69% of Brazilians have a pet, which means there is a great opportunity for brands and companies to offer products and services in this segment of the market. More than half of those who have a pet feel more like a pet parent than a pet owner, an indication of how important it is to develop solutions that are similar to those developed for humans.”

– **Naira Sato, Research Director**

This report looks at the following areas:

- Price is a barrier to processed pet food
- Bird owners buy food for a specific type of breed
- Owners want to bring their pets where they go
- Number of households with pets grows, and women are more likely to take care of them
- New law can stimulate adoption and make it possible to have pets in apartments
- Bath products with natural ingredients can appeal to dog owners
- AB consumers buy wet pet food and snacks to keep their pets from getting bored

Pet owners tend to treat their pets like people. The survey conducted for this Report reveals 54% of those who have a pet agree with the statement, “I feel more like a ‘pet parent’ than a ‘pet owner.’” Pet owners, or pet parents, have concerns that include their pets’ health, eating habits, visits to the vet and use of prescription medications. Most of them buy proper pet food instead of giving them leftovers. Because of that, offering functional benefits can be as important as price when it comes to pet food.

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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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