

## Marketing to Pet Owners - China - July 2020

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“The outbreak of COVID-19 had less impact on the pet market, indeed the desire for pet companionship is even stronger. Owners’ love and care for their pets will remain unaffected by the virus, and the pet market is expected to continue to grow after consumers’ financial status stabilises.

– Gloria, Research Analyst, 31 July 2020

This report looks at the following areas:

- The impact of COVID-19 on the pet market and the key trends after COVID-19
- Pet owners’ profile, their relationships and attitudes towards pets
- Pet owners’ spending on different pet-related categories, their preferred pet-related activities, and desirable services for pets
- The efficient information channels to reach pet owners, and the effective purchase channels

Mintel estimates the population of pet dogs and cats kept by urban residents in China reached 100 million in 2019. Although there are quite a few reported cases of pets being abandoned during the lockdown of COVID-19, Mintel survey data finds that owners’ attitudes towards keeping pets has not changed. Demand for pets is expected to resume quickly after owners’ lives return to normal. The increasing popularity of pet products and services is a reflection of the increasing trend for owners to devote more of their time and income to ensure pets’ overall wellbeing. They are eager to understand more about pets, and are proactively exploring varied experiences together with their pets, which will become another significant driving force in the growing pet market.

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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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Comprehensive shopping website remains the major purchase channel with information channels increasingly diversified

## Pet Owner Profile

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