

Brazilian Pet Owners - Brazil - 2022

Report Price: £3265 | \$4495 | €3940

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This report looks at the following areas:

- The economic crisis and product purchasing: how has the purchasing profile changed in the last 12 months by category?
- New habits due to the economic crisis: what habits did the consumer adopt to save money?
- Health and wellness: what is the view of pet owners on the health and wellbeing of their animals?
- What products and services are pet owners willing to invest in?
- Bathing and grooming: what are consumer habits and expectations about bathing and grooming routines?
- Pet owners' attitudes: what attitudes and behaviors guide the demands of pet owners and what are their needs?

The survey conducted for this Report demonstrates that most Brazilians have at least one pet, which provides company for owners and families. The economic recession has led pet owners to spend more on their pets. However, health and wellbeing remain a priority for pet owners.



“Despite the price surge, Brazilian consumers continue to invest in the health and wellbeing of their pets, even if they seek ways to save money. The pet products categories should try to offer more affordable options to consumers and at the same time focus on health benefits for pets.”

– **Laura Menegon, Junior**
Research Analyst

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What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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Did you know?

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