

Household Care Habits of Pet Owners - UK - 2022

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This report looks at the following areas:

- The impact of COVID-19 and the cost of living/inflation on pet owners' attitude and behaviours towards household care
- Launch activity and innovation opportunities for pet-friendly household care products for 2022 and beyond
- Advertising and marketing activities that focus on pet-friendly households in 2021-22
- Cleaning duration with focus on pet owners
- Important hard surface cleaning product features for pet owners
- Interest in pet-friendly household care product concepts
- Behaviours of pet owners towards household care
- Attitudes of pet owners towards household care.

Of all pet owners who use and buy household care products, 73% say that looking after their pets' health is more important than keeping the home clean. While this indicates that pet ownership can lead to newly developed cleaning habits, the focus on pet health also creates opportunities for premium homecare solutions developed to also sustain pets' physical and emotional wellness.

The present economic uncertainty will encourage more consumers to adopt savvier shopping behaviours. However, brands still have room to explore the market opportunities linked to modern pet ownership and position pet-friendly product lines as premium offerings. For example, 29% of pet owners who use and buy household care products would be willing to try and pay more for solutions that support pet training.

Of pet owners who use and buy household care products, 51% agree that it is difficult to see the difference between regular and pet-friendly household care products, underlining a need for greater clarity about the benefits of pet-focused homecare products. Campaigns aimed at strengthening brands' pet-inspired ethos and positioning will be key to standing out from rivals. From pet-



"Interest in pet-friendly products aligned with wellness trends and created to address pet owners' unique cleaning needs creates new opportunities for brands to explore."

- Emilia Tognacchini, Senior Household Care and Brands Analyst, June 2022

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focused on-pack claims and graphics to collaborations with vets and pet care experts, brands can explore different communication strategies to tap into pet love.

Heritage brands are uniquely placed to capitalise on pet parenting as 73% of pet owners who use and buy household care products would be more likely to buy a pet-friendly household care product from a brand they already use. Brands that showcase an authentic commitment towards pet care and align their offerings to pet owners' priorities will have a better chance to justify higher price points and play a dominant role in the pet-friendly homecare market.

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