

Marketing to Pet Owners - China - 2022

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This report looks at the following areas:

- Pet-related market trends
- Changes in pet owner profiles and their spending on pets
- Pet owners' consciousness of the appearance of pets and designs of pet appliances
- Purchase channels for different pet-related products
- Pets' health issues and opportunities in the related pet services
- COVID influences and impact on lifestyle after keeping pets

Pet-raising awareness among pet owners is evolving, and as more and more young consumers become pet owners, pet types and pet breeds are starting to shift. Pet owners are willing to spend more to have peace of mind.

This change can be applied to pet owners' spending on pet-related products, such as pet food, pet health care, pet services and pet home supplies. Pet owners are more willing to pay a premium for their pets, but they need assurance that the premium is worth the price, which means they need to see the difference.

Many brands on the market have reacted to the change, such as more convenient smart pet home appliances, pet insurance with more certainty and customisable pet food with healthier claims. It is crucial for brands to become more professional when marketing to pet owners nowadays, as pet owners can access a variety of information and channels and have more freedom in their selection.

In addition, brands can think out of the box to catch pet owners' attention by demonstrating how the products and services could make a difference to pet owners' lives. Instead of being pet-centric, the changes can spotlight the lifestyle pet owners and pets can enjoy together, such as outdoor life or smart home spaces featuring pet-friendly designs.



"Pet themed engagement has the emotional impact on not only pet owners but almost everyone who likes animals. As a result, a wide range of brands in different categories, including sports, luxury and even car brands, start to explore their opportunities in association or collaboration with pets, especially when targeting young consumers."
– Terence Zhou, Research Analyst

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