

# Brazilian Pet Owners - Brazil - 2023

Report Price: £3265 | \$4495 | €3940

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## This report looks at the following areas:

- Changes in usage of pet products in the last year
- Opinions on pet nutrition and priorities when buying pet food
- Attributes related to the main pet products purchase channels
- Habits about household care and cleaning
- Attitudes and behaviors toward pets

High food prices have led pet owners to spend less on pet services, doing basic care at home and reducing vet visits. This may explain why pet owners are prioritizing pet foods that offer health benefits and added vitamins.



“Pet owners have created increasingly strong connections with their pets, often seen as members of the family. Consequently, owners prioritize their pets in the household budget, including them in daily activities and even in family travels.”

– **Laura Menegon, Research Analyst**

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- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

### Did you know?

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