

Britain's Pet Owners - UK - August 2015

Report Price: £2195.00 | \$3554.69 | €2788.33

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“The bond between a pet and their owner is starting to resemble very closely that between a parent and a child. Such shifting attitudes pave the way for new industries to develop and grow around pet doting and pampering, as pet parents seek to demonstrate how dedicated they are to their non-human companions.”
 – Ina Mitskavets, Senior Consumer and Lifestyles Analyst

This report looks at the following areas:

- Making travelling with pets easier
- Reversing pet obesity
- Going beyond bricks-and-mortar to promote pet food and supplies

Many owners think of their pets as part of their family or even an extension of themselves, and want to feed and dress them to reflect their own status. This opens more opportunities for further NPD in premium pet food and treats, accessories and other fashion items. With greater humanisation of animals demand for pet counselling, exercise classes, and pet weight loss services is now on the rise, as owners seek to demonstrate their devotion to their pet ‘children’.

This report illustrates how broader changes in today’s society are causing people to view pets in a less functional way and further explores how reasons for getting a pet fundamentally shape owners’ attitudes and behaviour towards their animals.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Britain's Pet Owners - UK - August 2015

Report Price: £2195.00 | \$3554.69 | €2788.33

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know

Executive Summary

Pets are increasingly viewed as family members

Figure 1: Reasons for owning a pet, May 2015

Pampered pets

Figure 2: Shopping habits of pet owners, May 2015

Pet owners search for better deals in supermarkets

Figure 3: Sources of information for buying new things for pets, May 2015

Female owners show a strong attachment to their pets

Figure 4: Attitudes towards pets' health and welfare, May 2015

What we think

Issues and Insights

Making travelling with pets easier

The facts

The implications

Reversing pet obesity

The facts

The implications

Going beyond bricks-and-mortar to promote pet food and supplies

The facts

The implications

The Market – What You Need to Know

Pet ownership declines

Children a major driver of pet ownership

Affluent households most likely to have a pet

Pet obesity – A growing problem

Market Drivers

Pet ownership declines

Figure 5: Pet ownership, May 2014 and May 2015

Number of pets owned

Figure 6: Number of pets owned, May 2015

Pet ownership rises in families with kids...

Figure 7: Pet ownership, by presence of children under the age of 16 in the household, May 2015

...and declines in smaller households

Figure 8: Pet ownership, by household size, May 2015

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com

Britain's Pet Owners - UK - August 2015

Report Price: £2195.00 | \$3554.69 | €2788.33

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Affluence drives pet ownership

Figure 9: Pet ownership, by annual household income, May 2015

Pet obesity – A growing problem

Figure 10: Agreement with the statement 'It is important to spoil my pet with snacks and treats', May 2015

Figure 11: Example posters from the #GetPetsFit campaign by PFMA, July 2015

The Consumer – What You Need to Know

Majority of Britons get a pet for company

Lack of time and money prevents people from getting a pet

Affluent pet owners spend the most on their pets

Female pet owners shoulder more responsibility for pet care

Vets could play a bigger role in recommending healthier food and treats

High demand for easier travel with pets

Pampered pets

Female pet owners show a stronger bond with their pets

Reasons for Owning a Pet

Most people get a pet for companionship

Figure 12: Reasons for owning a pet, May 2015

Reasons for getting a pet vary by lifestage

Figure 13: Reasons for owning a pet, by age, May 2015

Reasons for Not Having a Pet

Lack of time and finances are biggest barriers to getting a pet

Figure 14: Reasons for not having a pet, May 2015

The over-55s still in mourning for their previous pet

A quarter of non-owners are planning on getting a pet in the future

Figure 16: Future plans to get a pet, May 2015

Figure 17: Screenshot from the front page of Lady Dinah's website, July 2015

Expenditure on Pets

Pet food is the biggest outlay for owners

Figure 18: Monthly expenditure on pet food/treats and pet accessories/supplies, by age, May 2015

Millennials are biggest spenders on pet food and accessories

Expanding the scope of veterinary services

Figure 19: Annual expenditure on pets, by household income, May 2015

Pet Care Responsibilities

Women shoulder more responsibility for pets in their home

Figure 20: Pet care responsibilities, May 2015

Caring for pets can teach children important life skills

Sources of Information

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Britain's Pet Owners - UK - August 2015

Report Price: £2195.00 | \$3554.69 | €2788.33

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Pet owners search for value in supermarkets

Figure 21: Sources of information for buying new things for pets, May 2015

Opportunities for multi-channel campaigns in pet markets

Figure 22: Pedigree dog food 'sniffable' campaign poster, July 2015

Vets are under-utilised by pet owners

More opportunities for promotion of pet toys and accessories

Figure 23: Number of sources of information for buying new things for pets, May 2015

Usage and Interest in Pet Services

Pet loss industry on the rise

Figure 24: Usage and interest in pet services, May 2015

Holidaying with pets is becoming easier

Figure 25: Planned resort for dogs at JFK, July 2015

Keeping pets fit

Shopping Habits of Pet Owners

Pets as the new kids

Figure 26: Shopping habits of pet owners, May 2015

Responding to pet owners' time pressures

Figure 27: Screenshot from the PetGiftBox website, July 2015

Ethically-minded pet owners

Reasons for getting a pet drive future behaviour of owners

Figure 28: Shopping habits of pet owners, by reasons for owning a pet, May 2015

Attitudes towards Pets' Health and Welfare

The rise of pet parents

Figure 29: Attitudes towards pets' health and welfare, May 2015

Figure 30: Example of an Iams' 'I am not a pet' print ad, July 2015

Making pets' health a priority

Figure 31: Attitudes towards pets' health and welfare, May 2015

Figure 32: Screenshot of Whistle mobile app, July 2015

Female owners exhibit a stronger attachment to their pets

Figure 33: Attitudes towards pets' health and welfare, by gender, May 2015

Figure 34: PetChatz system, July 2015

Pets are a vital source of companionship for people living alone

Figure 35: Selected attitudes towards pets' health and welfare, by household size, May 2015

Appendix – Data Sources, Abbreviations and Supporting Information

Definitions

Generations

Data sources

Abbreviations

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Britain's Pet Owners - UK - August 2015

Report Price: £2195.00 | \$3554.69 | €2788.33

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Appendix – Market Drivers

Figure 36: Trends in the age structure of the UK population, 2010-20

Figure 37: Trends in UK household size, 2010-20

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com