

Pet Humanisation: The Trend and Its Strategic Impact on Global Pet Care Markets

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Abstracts

Pet owners are increasingly treating their cats, dogs and even small mammals like members of their family. The opportunity to commercialise this trend into a vast range of goods and services – from dog beer to cat counselling, from pet weddings to “social petworking” – is staggering for the company that can position themselves in such a way to gain credibility among this growing demographic. This global report examines the behaviour and the strategic impact on pet care markets world wide.

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Contents

Executive Summary

Changing Family Structures and Lifestyles Lead To Smaller Pets and Closer Bonds

Chart 1 Growth in Small Pets Compared to Overall Pets 2009/2014

the Average Pet Owner Now Considers Their Pet As A Member of the Family

Chart 2 Pet Ownership Styles 2013

Who Is the Humanising Pet Owner?

Pet Care Sales Grow Fast on the Back of Humanisation

Chart 3 Global Sales of Pet Care 2009/2014/2109

Pet Services Start To Move From Niche To Mainstream

Targeting the Humanising Pet Owner

Summary 1 The Three Key Types of Pet-owning Consumer 2014

Introduction

Pet Humanisation

Euromonitor International Surveys

Demographics

Total Pet Populations: Developing Markets See Rapid Growth

Chart 4 Trends in Total Pet Population 2009/2104

Trends in Pet Types

Chart 5 Total Pets by Type and by Country 2014

Chart 6 Growth in Pets by Type and by Country 2009-2014

Focus on Small Dogs

Chart 7 Development of Small Dog Population by Market 2009-2014

Focus on Cats

Chart 8 Development of Cat Population by Market 2009-2014

Focus on Small Mammals

Chart 9 Development of Small Mammal Population by Market 2009-2014

Drivers of Small Pets: Urbanisation, Busy Lifestyles, Smaller Households

Chart 10 Occupants per Household by Country 2008/2013

Chart 11 Number of Single-Person Households by Country 2008-2013

Chart 12 Number of Couple Without Children Households by Country 2008-2013

Chart 13 Fertility Rates by Country 2008/2013

Chart 14 % Urban Population by Country 2008/2013

Spending Power

Chart 15 Annual Disposable Household Incomes by Country 2008/2013

Spending on Pets: US

Chart 16 Spending on Pets by Type in the US 2013/2014

Chart 17 Annual Spend Per Pet Owner by Type in the US 2014

Spending on Pets: Canada

Chart 18 Spending on Pets by Type in Canada 2012/2013

Spending on Pets: UK

Table 1 What Cost Cutting Measures Have You Applied? UK 2011

Chart 19 How Much Did You Pay for Your Pet? UK 2011

Spending on Pets: Argentina

Key Opportunity Markets

Summary 2 Mapping of Pet Humanising Environment 2014

Behaviour

Attitudes Towards Pets Is More Culturally Led Than Economically Led

Changing Attitudes in the Developing World

Rising Awareness of Pet Benefits in the Developed World

From Working Animal To Beloved Pet: Reasons for Pet Ownership

the Pet As A Family Member: Early Stage Humanisation

Table 2 Global Pet Ownership Styles 2013

Chart 20 "Pets are Beloved Members of the Family" by Country 2013

Chart 21 "Pets are Well Cared for, but Still Considered Animals" by Country 2013

Taking Humanisation Further: Pets As Substitute Children

Table 3 "Among Pet Owners in Your Country, How Common is it to See a Couple Deciding to Get a Pet Rather Than Have a Child?" Global 2014

Chart 22 "Among Pet Owners in Your Country, How Common is it to See a Couple Deciding to Get a Pet Rather Than Have a Child?" by Region 2014

Taking Humanisation Further: Pets As Substitute Partners Or Best Friends

Pets As Family Members - Birthdays, Christmas and Holidays

Table 4 "Among Pet Owners in Your Country, How Common is it for People to Have a Birthday Celebration for Their Pet?" 2014

Table 5 "Among Pet Owners in Your Country, How Common is it for People to include a Pet in a Holiday Celebration?" 2014

Chart 23 "Among Pet Owners in Your Country, How Common is it for People to Have a Birthday Celebration for Their Pet?" 2014

Chart 24 "Among Pet Owners in Your Country, How Common is it for People to include a Pet in a Holiday Celebration?" 2014

Pets As Family Members - Access All Areas

Social Petworking

Table 6 "Among Pet Owners in Your Country, How Common is it For People to Set Up a Social Media Profile For A Pet?" Global 2014

Chart 25 "Among Pet Owners in Your Country, How Common is it for People to Set Up a Social Media Profile for a Pet?" 2014

the Humanising Pet Owner

Chart 26 "Pets are Beloved Members of the Family" by Country and by Age 2014

Chart 27 "Pets are Beloved Members of the Family" by Country and by Gender 2014

Chart 28 "Pets are Beloved Members of the Family" by Country and by Family Structure 2014

Summary 3 Characteristics of the Humanising Pet Owner by Region

Market Impact

Humanisation Allows Companies To Add Value: Value Sales of Pet Care Grow at Global Level

Table 7 Global Sales of Pet Care by Type 2009/2014/2019

Table 8 Growth in Global Sales of Pet Care by Type 2009-2014 and 2014-2019

Table 9 Global Sales of Pet Care by Region 2009/2014/2019

Table 10 Growth in Global Sales of Pet Care by Region 2009-2014 and 2014-2019

Pet Gastronomy: Pet Food Sales Push Towards Premiumisation

Table 11 Global Pet Food Sales 2009/2014/2019

Table 12 Premium Dog and Cat Food Sales by Region 2009/2014/2019

Table 13 Premium Dog and Cat Food Growth by Region 2009-2014 and 2014-2019

Humanising Behaviour: Attitudes Towards Pet Foods

Chart 29 "What is The Weirdest Human Food You Have Given Your Pet as a Treat?" UK 2011

Summary 4 Key Examples of Human-Style Recipes

Summary 5 Key Examples of Human-Style Cooking Methods

Summary 6 Key Examples of Added Fruit and Vegetables

Summary 7 Key Examples of Named Provenance/Specific Varieties

Summary 8 Key Examples of Ethical Positioning

Table 14 Global Sales of Pet Treats by Type 2009/2014/2019

Table 15 Growth in Global Sales of Pet Treats by Type 2009-2014 and 2014-2019

Table 16 Global Sales and Growth of Cat Treats by Region 2014-2019

Table 17 Global Sales and Growth of Dog Treats by Region 2014-2019

Table 18 UK: How Much Will You Spend on your Pet this Christmas? 2013

Table 19 UK: I Spend More on My Pet this Christmas than on...? 2013

Looking Good: Pet Clothing, Grooming and Keeping Fit

Pets of Leisure

Rites of Passage

Outlook and Implications

Opportunity Markets - How To Target the Humanising Pet Owner

Chart 30 Forecasts for Pet Care by Market 2014-2019

Summary 9 The Three Key Types of Pet Owning Consumer 2014

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