



^{The}**Grocer**

Focus on Pet Food

Research in Conjunction with The Grocer – October 2016

Tania Page

Interim Sector Head

+44 (0)161 242 1372

tpage@harrisinteractive.co.uk



One in three in the UK own a dog and over a quarter own a cat.

- Those aged 35-44 years old are significantly more likely than any other age group to own a cat or bird.
- Four in ten do not own a pet.

What pets do you have?



31%

27%

Rabbit, guinea pig, hamster or similar

6%



5%

Snake or other reptile

3%

Other

5%

None

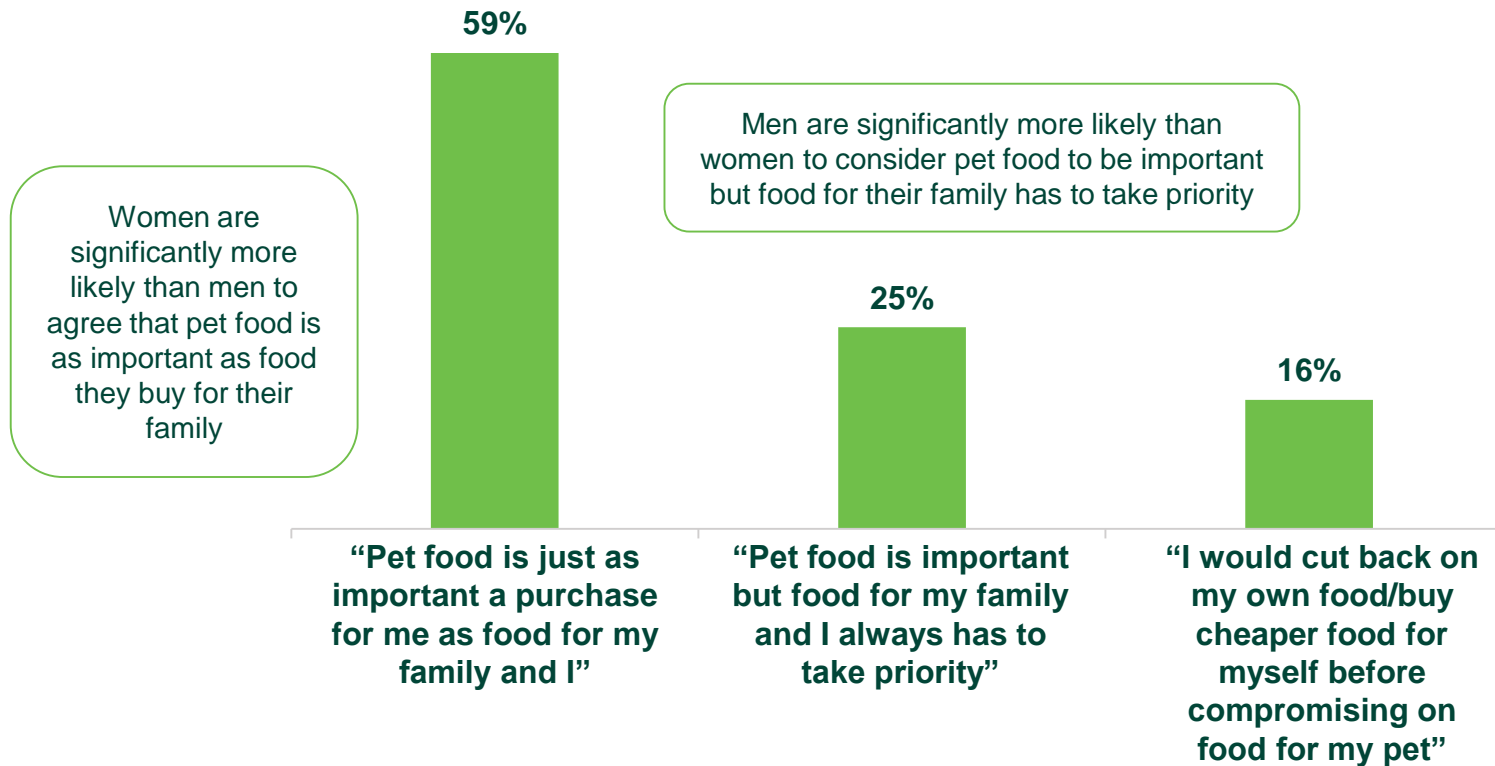
44%

Women are significantly more likely than men to own a dog or cat

Over half of pet owners consider pet food to be as important a purchase as food for themselves and their family.

- A quarter of pet owners feel that pet food is important but food for their family always takes priority. One in ten would cut back on their own food/buy cheaper food before compromising on food for their pet.
- Those with an AB social grade are significantly more likely to consider pet food to be important, but food for their family always takes priority.

Attitudes to petfood



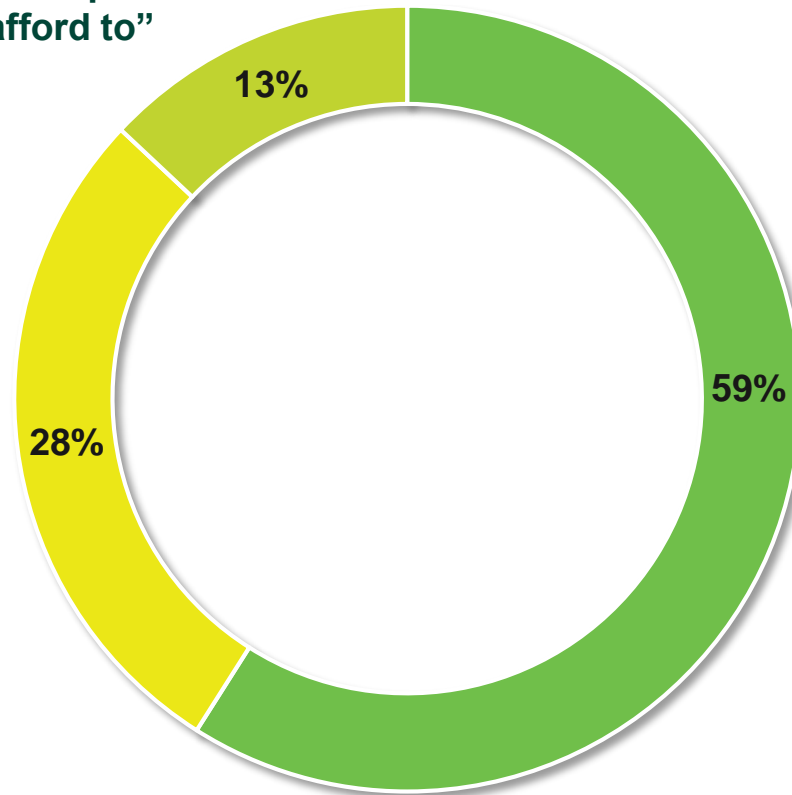
Over half of pet owners know what food their pet likes and tend to stick to it.

- Those aged 16-24 years old are significantly more likely than any other age group to want to try more pet food options but cant afford to.
- Those in the South West of England and London are significantly more likely to try out new pet foods to keep things interesting for their pet.

Attitudes to pet food

“I would like to try out more pet food options but I cant afford to”

“I like trying out new pet foods to keep things interesting for my pet”



“I know what my pet likes and I tend to stick to that”

Those aged 45-54 and 55+ are significantly more likely to know what food their pet likes and stick to it

One in six pet owners feel there is a good choice of pet food in the supermarket they use.

- However, a fifth of pet owners consider the choice of pet food available in their supermarket to be very basic, while over a sixth cant find the pet food they want in supermarkets and buy from specialist retailers instead.
- Pet owners in London are significantly more likely to consider the choice of pet food in their supermarket to be limited.

Attitudes to pet food in supermarkets



62%

Consider there is a good choice of pet food in the supermarket they use

Those aged 45-54 and 55+ are significantly more likely to consider there to be a good choice of pet food in their supermarket

20%

Consider the choice of pet food in their supermarket to be very basic and wish they'd stock more

Those aged 16-24, 25-34 and 35-44 are significantly more likely to consider the choice of pet food in their supermarket to be limited

18%

Cant find the pet food they want in supermarkets and buy from specialist retailers instead

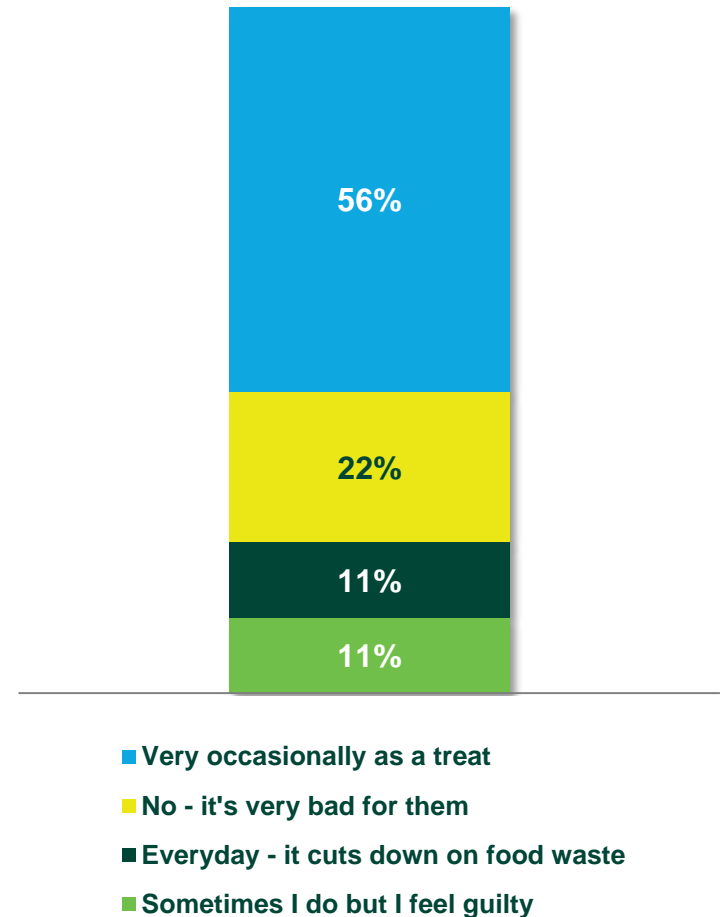
Over a third of pet owners do not feel that specialist diet needs for pets are taken seriously. Over half occasionally feed their pets human food as a treat.

- Women are significantly more likely than men to feel that specialist diet needs for pets aren't taken seriously enough.
- Those aged over 55 are significantly more likely than all other age groups to not feed their pets human food.

Pet food options for specialist diets



Do you feed your pets human food?



Key Take Outs...

- Over half of pet owners in the UK consider pet food to be as important a purchase as food for themselves and their family, and one in ten would cut back on their own food/buy cheaper food before compromising on food for their pets.
- Pets have never had it so good. Changing attitudes towards caring for pets continue to contribute to the evolution of the pet care market, and trends such as pet humanisation and the desire for more premium products.
- Over half of pet owners know what food their pet likes and tend to stick to it. However, over a quarter of pet owners like to try new pet food to keep things interesting for their pets.
- Pet food brands should look to capitalise on pet owners' desire to provide variety and excitement to their pets by offering new taste experiences.
- One in six pet owners feel that there is a good choice of pet food in the supermarket they use. However, those aged 16-44 are significantly more likely to consider the choice of pet food in their supermarket to be limited.
- There has been a significant diversification of the pet care consumer base, which requires pet food brands to adopt a more segmented approach to the development and marketing of pet care products.
- Over a third of pet owners do not feel that specialist diet needs for pets are taken seriously.
- This area represents a real opportunity for pet food brands to continue to develop the range of specialist pet foods available.



Appendix

Approach & Demographics



Approach and Panel

- We conducted an *online omnibus survey* with **2,091 adults** aged **16+** across **England**, **Scotland**, and **Wales** between **11th July and 15th July 2016**
- The survey took place using the *Harris Interactive online panel*,
.....the **Harris Interactive Global Omnibus**.
- The Harris Interactive Global Omnibus consists of members of the *general public* who have opted in and voluntarily agreed to participate in online research studies. Through careful recruitment and management, *we are able to rapidly survey large numbers of the general population* and accurately *represent the views of the nation*.

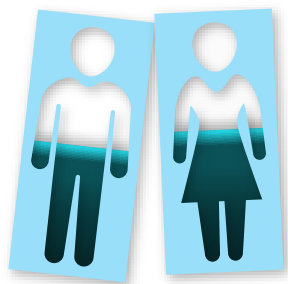


Omnibus Audience

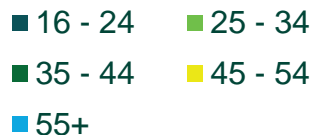
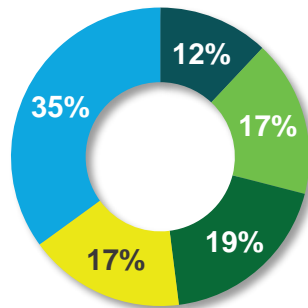
A representative Sample

- The results of the study were weighted to best reflect the size and shape of the population of the UK
- This means that the results in this report reflect an audience that is as true as possible of the population with the same age, gender and regional profile. The audience profile is detailed below.

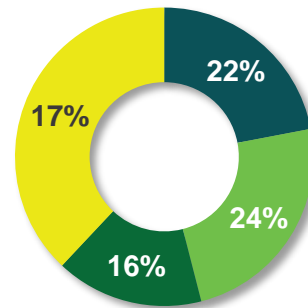
Gender



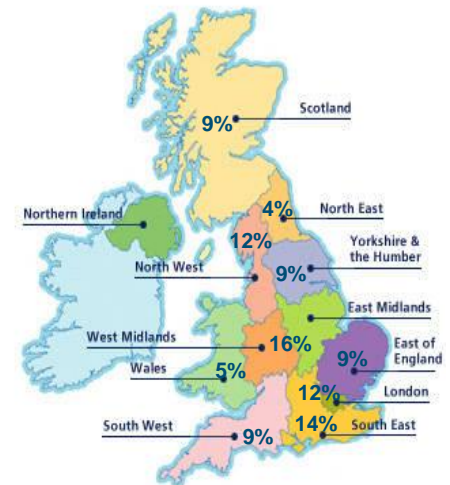
Age



Social Grade



Region



**For further information about this study,
please contact:**

***Umair Afridi | Business Development Manager | uafridi@harrisinteractive.co.uk
07817 079766 | 020 8832 1642***

