

pawexpo

pet & animal wellbeing

14 - 16 September 2021
NEC Birmingham UK



**Pet Wellbeing
Report 2020**

paw-expo.com

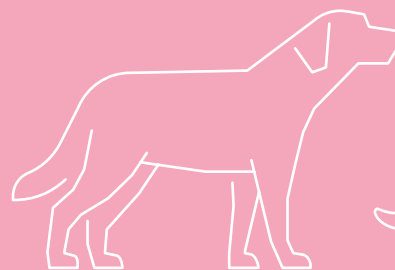
Health & Wellbeing - How pets play their part

Pet ownership is undoubtedly one of the greatest pleasures in life so it should come as no surprise that the money spent on pets has been consistently on the rise for several years. The UK pet product and services market was estimated to be worth around £850 million in 2016 (AMA Research) and is set to continue to boom. Focusing on the important role pets have to play as a source of companionship and joy cannot be underestimated as Pawexpo, the new premium pet trade show launching alongside Glee this September (15-17 September 2020, NEC Birmingham), will reveal.

A pet loving nation

The most recent PDSA Pet Wellbeing Report in 2019 revealed that 9.9 million adults in the UK own dogs, 10.9 million adults own cats and 900,000 of the population own rabbits. It's not just furry friends that we love – according to the PFMA's 2019 report, the UK is also the proud guardians of 500,000 indoor birds, 500,000 domestic fowl, 300,000 tortoises and turtles, 300,000 lizards and 200,000 snakes. There also are 2.7 million indoor fish tanks in the country (6% households) and 1.3 million outdoor ponds making the pet retail sector a high profit opportunity.

Overall number of pets in the UK



Dogs

9,000,000



Cats

7,500,000



Rabbits

600,000



Indoor Birds

500,000



Domestic Fowl

500,000



Guinea Pigs

400,000



Hamsters

300,000



Tortoise & Turtles

300,000



Lizards

300,000



Snakes

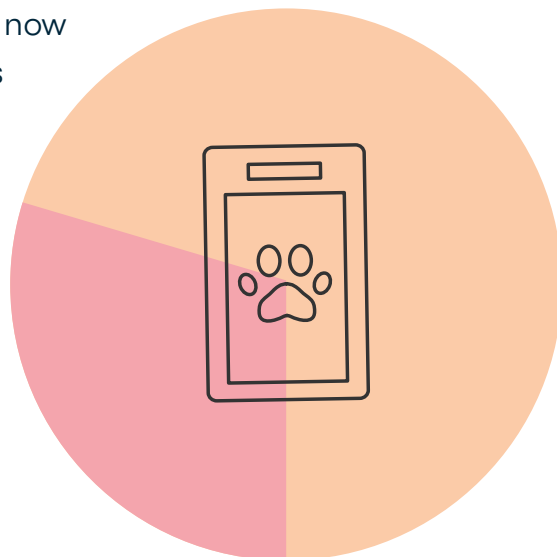
200,000

The world of pet parenting is changing with animals now seen as members of the family and we treat them as such. Pet humanisation has become a huge trend with many consumers prepared to spend more on pet food and other pet-related products.

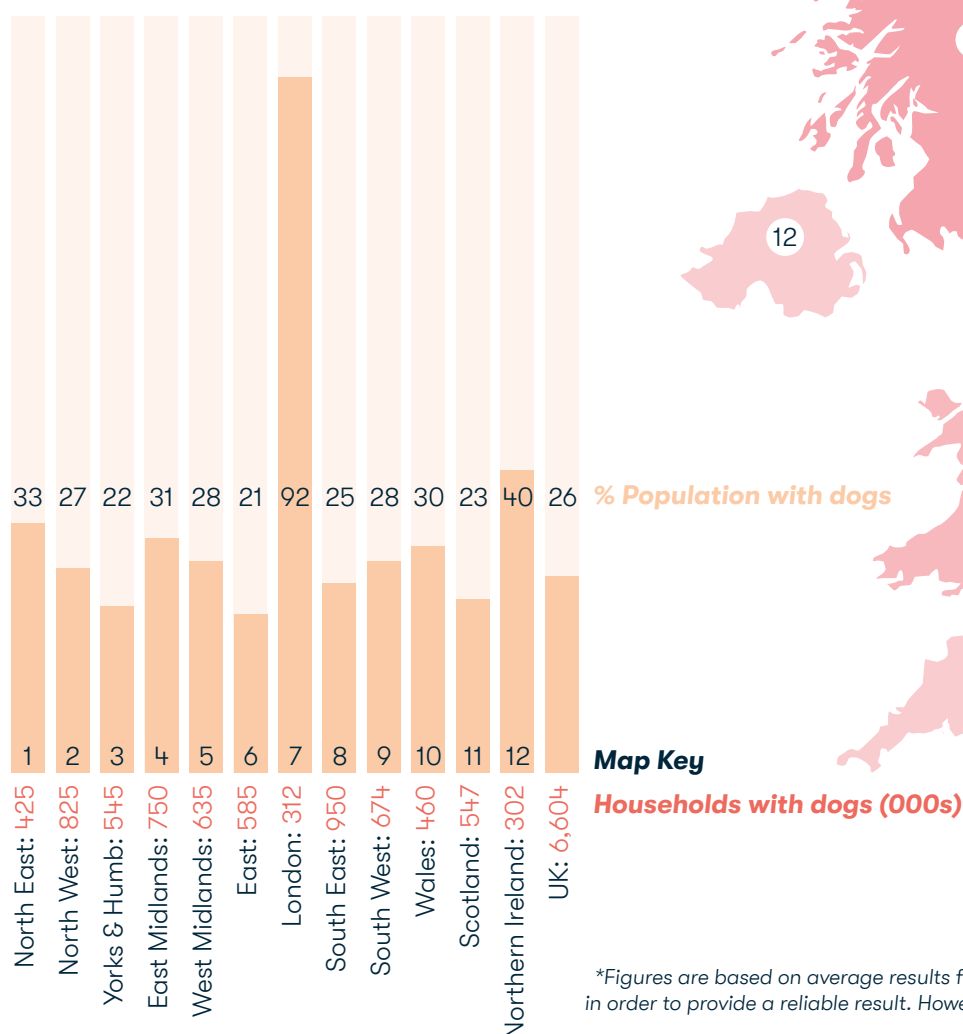
Through gifting and grooming their pets, millennials have experienced profound psychological benefits of owning a domestic animal.

30% of millennial pet care owners (aged 19-38 years) like their pet to keep up with the latest trends

Source: Mintel



Regional dog population



*Figures are based on average results from the last 4 years of surveys (2016-2019), in order to provide a reliable result. However, number of dogs per household is taken from 2019's data only. Source: PFMA 2019

Emotional Wellbeing

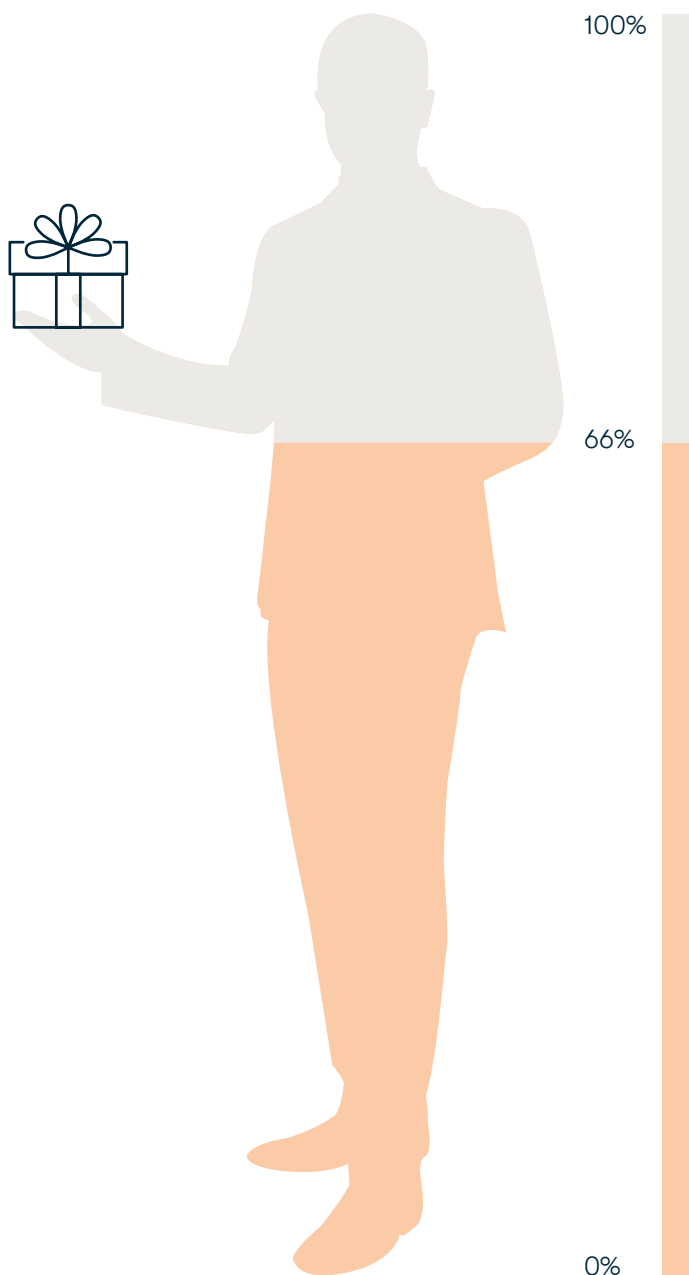
Pets make people smile – that's a proven fact with 95% of dog owners, 93% of cat owners and 91% of rabbit owners revealing that their pet makes them happy (PDSA). Man/woman's best friend can help us to live mentally healthier lives and improve moods. With domestic animals evolving to become attuned to their owners' behaviours and emotions, pets can help to reduce stress, anxiety, and depression, as well as ease loneliness. Scientists have proven that dogs can help lessen the symptoms of depression with oxytocin being released as you

cuddle your canine, the same hormone triggered when a mother bonds with her newborn child. Dogs especially are great at encouraging owners to get exercise by taking them for a walk, releasing endorphins, the body's very own natural antidepressant.

Pet owners also lavish their pets with gifts as they would with friends and family, which makes them feel good. Mintel research revealed that Brits spend on average £1,150 a year or £95 a month on their pets on special occasions such as Christmas and their birthdays.



66% of owners buy gifts for their pet



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Everything from luxury dog beds, premium leather collars and leads, personalised coats and artisan treats, pet gifts have become the norm.

While pet technology such as pet cameras or trackers allow those on the go to interact with their animals and help combat common issues like separation anxiety for both the pet and its owner.

Valentine's Day has become popular with one in five adults buying a gift for a pet, equating to £27 million, according to a survey by American Express. A survey by the Kennel Club has found almost one in five also would rather have a dog than be in a relationship with unfailing loyalty cited as the main reason.

Owning a pet also helps to combat loneliness, especially to those in later life, by offering companionship, a sense of security and someone to share the day with. Daily dog walks can often lead to

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friendships and conversations with other dog owners, helping to stay socially connected and less withdrawn from the outside world. 81% of cat owners also revealed that their cat makes them feel less lonely with the act of caring and for a pet giving purpose and reward, and a sense of achievement.

Physical Health

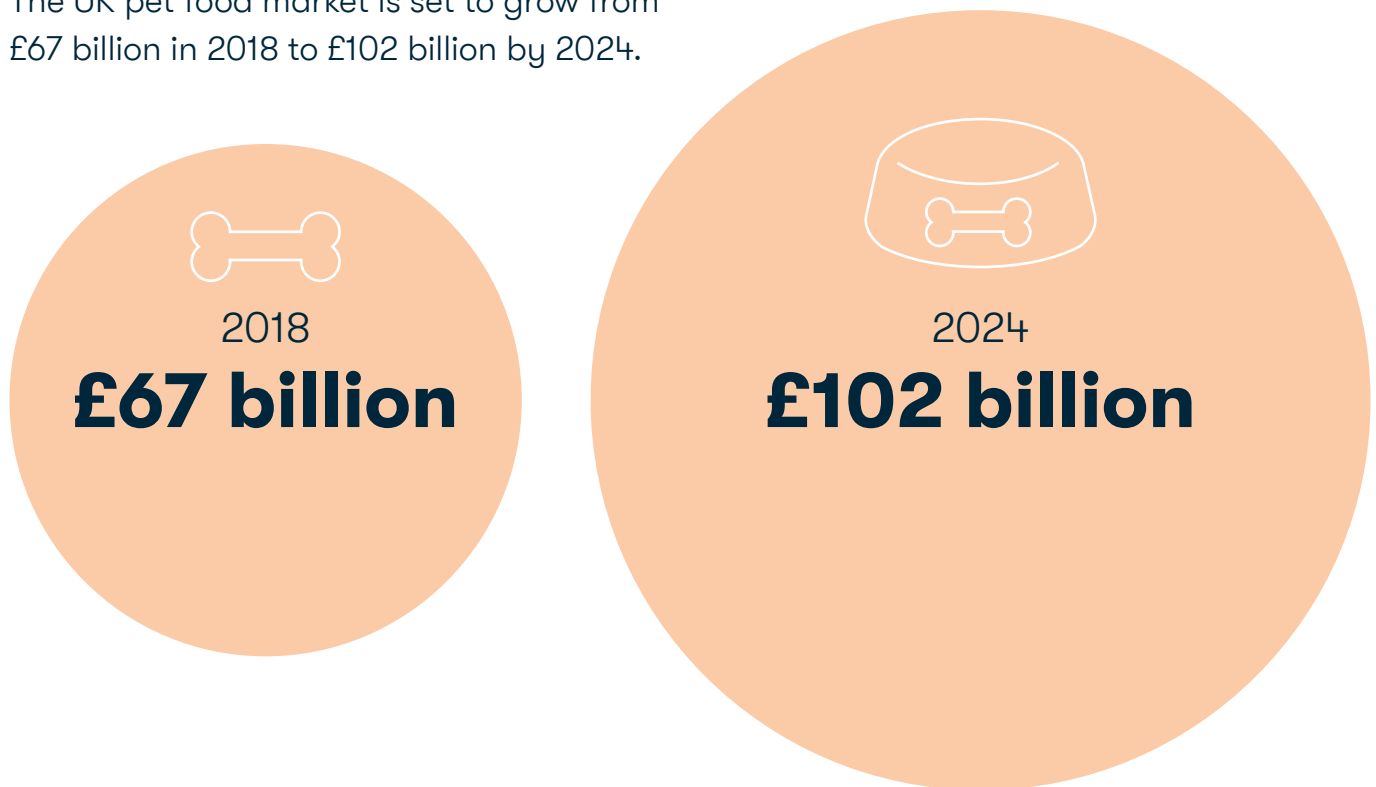
Regular walks help dog owners meet the levels of exercise recommended by public health guidelines according to the NHS. Benefits of such consistent exercise include improved cardiovascular fitness, lower blood pressure, stronger muscles and bones, as well as decreased stress levels. PDSA research revealed that 50% of owners walk their dogs more than once a day, whilst 32% walk their dogs once a day. It's not just the owners that benefit, but the dogs too by controlling obesity, joint health, regulating their digestive tracts, as well providing excellent mental stimulation.

A pet's health has become as increasingly important as their parents with 9.1 million dogs (92%) registered with a vet, with 75% of owners attending regular health checks to ensure their pet is healthy (PDSA). Pet supplements – such as vitamins, minerals, herbs, meal supplements and other similar products – is also a booming sector, with a recent TechNavio market research report stating that the UK market is currently valued at £100 million as owners become increasingly concerned about the health and comfort of their pets.



Pet health has also driven the UK pet food market to an all-time high

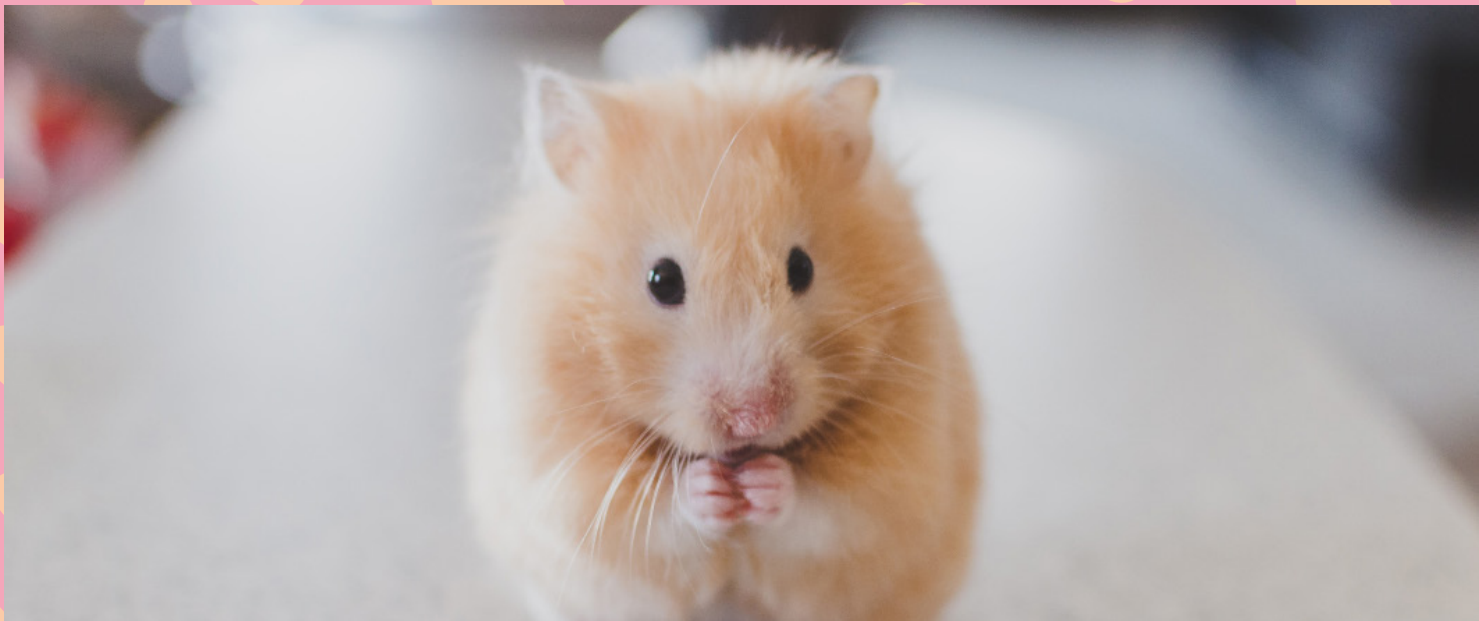
The UK pet food market is set to grow from £67 billion in 2018 to £102 billion by 2024.



Source: Euromonitor

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Many pet owners are now seeking food for their companions that reflects their own taste and lifestyle. As a result, there has been an increase in premium and nutritional products - with 'natural', 'raw' and 'organic' food on the rise as an animal's health becomes as important as ours.



14-16 September 2021

NEC Birmingham

quality
fun
wellbeing
luxury

pawexpo
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pet & animal wellbeing

Introducing Pawexpo

Pawexpo is the brand-new premium trade event which puts health and wellbeing at the heart of the show.

People are increasingly viewing their companion animals as valued members of their families and it appears that more and more are now turning to pets because of the positive effect and contribution they can have on our lives.

Pawexpo (14-16 September 2021) will bring together the very best in pet educators, suppliers and retailers to create the ultimate showcase, focussing on building year-round profits for buyers within the pet care categories.

“It is the show that the industry needs to keep the sector on track and at the forefront of pet innovation.”

MATTHEW MEIN,
EVENT DIRECTOR

Visit **paw-expo.com** for more details.



Get in touch

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