

DATE: 23/01/2024

OBJECTIVE:

To understand the role of cats in people's lives, what is their emotional connection to their cats and how does that affect their preferences for premium cat products, and what are the potential unmet needs in the market. By exploring daily routines, emotional connections, and design ideas for premium cat products, the objective is to gain concise insights into the emotional dynamic between the cats and their owners. We want to know how does their emotional connection to their cats effect their purchasing decisions in pet care category. Additionally, we want to understand perceptions of cat food brands, emotional moments when it comes to feeding their cats, cost considerations, and openness to innovative cat food products.

BURNING QUESTION:

If you could design a premium cat product from scratch, what would it be and how would it enhance your emotional connection with your cat(s)?

AUDIENCE:

Location: United States

Category: Pet Care

Custom Screening: Answered "My cat(s) holds a special place in my heart." to "How would you describe your relationship with your cat(s)?"

Advanced Targeting: Answered "Cat(s)" to "STANDARD_PETS"

AI SUMMARY:

The respondents, cat owners from the United States, who hold their cats dear, provided insights into their desires for premium cat products that could enhance their emotional connection with their feline companions. A common theme was the importance of health and well-being, with several expressing a need for products that address specific health issues such as constipation or sensitive stomachs. For instance, one highlighted the need for soft, fiber-rich treats that encourage bowel movements, while another sought chewy treats for sensitive stomachs. The emotional bond between the cats and their owners was evident, with activities like cuddling, playing, and even celebrating special occasions together being cherished. Quality was a recurring factor when considering premium products, with a preference for natural ingredients, nutritional value, and the absence of artificial additives. One mentioned a desire for organic products, and another emphasized the importance of natural food over by-products. Convenience and cost were also considerations, with many shopping at Walmart, Amazon, or PetSmart for affordability and variety. Innovative ideas for new products included a toy that allows cats to interact and communicate with their owners and a comprehensive climbing and scratching post. Overall, these cat owners are looking for premium products that not only cater to the health and nutritional needs of their pets but also foster a deeper emotional bond through shared experiences and improved quality of life.

Premium Product Preferences and Unmet Needs:

- Respondents prioritize quality, natural ingredients, and specific health benefits (e.g., low calorie options, constipation relief) when considering premium products, suggesting a market for health focused, high quality cat treats and foods.
- There is a desire for more variety in products addressing specific health issues, such as digestive problems, indicating a gap in the market that could be filled with targeted premium offerings.

Financial Considerations and Brand Loyalty:

- The cost of cat care, particularly food, is a significant consideration, with some respondents having to make personal sacrifices to afford high quality products. This suggests a need for affordable yet premium options.
- Brand loyalty is strong among cat owners, with many sticking to trusted brands despite financial pressures. However, there is openness to switching if new products offer clear health and wellness benefits for their cats.

Innovative Product Ideas and Shopping Preferences:

- Respondents are interested in innovative products that could enhance their connection with their cats, such as toys that encourage interaction or cater to specific behavioral traits.
- Online shopping platforms like Amazon and Chewy are preferred for their convenience and variety, indicating that ecommerce is a key channel for reaching cat owners seeking premium products.

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AI SUMMARY:

Moments of Strong Emotional Connection:

- Respondents feel the strongest emotional connection with their cats during quiet, intimate moments such as cuddling, when they come home from work, or when their cats seek their attention.
- Some respondents also mentioned feeling a strong connection when their cats are part of family celebrations.

Contribution of Premium Cat Products to the Overall Well-Being and Happiness:

- Respondents suggested that premium cat products could better contribute to their cats' well-being and happiness by focusing more on health benefits, providing more options for specific health issues, and using better, more natural ingredients.
- Some respondents also expressed a desire for more organic products and products that promote play and interaction.

Projective Analysis:

If you could design a premium cat product from scratch, what would it be and how would it enhance your connection with your cat(s)?

Analysis: Respondents' ideas for a premium cat product varied, with suggestions including a laxative treat, a toy that requires little effort but provides fun interaction, a product designed for multiple cats to play together, and a ceiling-to-floor scratching/climbing post. These products would enhance their connection with their cats by promoting play, interaction, and health.

Cats' Life Stages:

Junior: Some respondents have very young cats, around 1 to 2 years old, which are typically more active and playful. These younger cats may require more engagement and interactive play, such as playing with toys, laser tag, or enjoying active games like chasing.

Adult: Some respondents have middle-aged cats, around 4 to 5 years old. These cats may have established routines and preferences, and their owners often have a clear understanding of their health needs, such as dietary requirements for sensitive stomachs or constipation issues. The emotional bond between these cats and their owners is strong, with shared activities like watching movies or celebrating special occasions with treats.

Senior: There are also senior cats mentioned, aged 11 to 13 years old. These cats may require more care and attention to their health and well-being. Owners of older cats may focus on comfort, such as providing soft beds or ensuring the cats have a peaceful environment to rest. The companionship aspect is particularly emphasized with older cats, as they provide comfort and emotional support to their owners.

Overall, the age of the cats influences the type of care and interaction their owners provide, with a focus on appropriate activities, health considerations, and emotional bonding that aligns with the life stage of the pet.

HUMAN KEY QUOTES:

- The treats are usually geared towards rehydrating him, or sensitive stomach help/constipation help. the occasion is honestly just random occasions... but also holidays and when he returns from the vet - Age 34, Male
- I prefer soft or liquid treat. i want it to not make him fat, so low calories... - Age 34, Male
- I think more attention should be put on cats with constipation issues... more soft fiber rich bowel-movement-encouraging treats - Age 34, Male
- The first time i let him inside (he was born homeless), the way he was basically smashing his face into the food bowl... and how grateful he behaved. - Age 34, Male
- I love to play with them with their toys and snuggle with them. - Age 30, Female
- When it comes to snuggling and relaxing i feel the closest connection with drake - Age 30, Female
- It would be a wet cat food and it would be something we could do together - Age 30, Female
- I think if there are good quality and premium products, it will be worth the money to spend on my cats well-being - Age 27, Female
- I consider it very important that the food is nutritious and my cat likes to eat it - Age 27, Female
- I would rather pay more for a brand that is higher quality than pay less for decreased quality - Age 27, Female
- Something designed for multiple cats to play together on so they can strengthen their bond - Age 30, Female
- I gave him a new food and he enjoyed it so much that he was purring as he ate it - Age 30, Female
- Making sure their nutritional needs are met and avoiding foods with harmful ingredients - Age 30, Female
- The product would feature natural meats and whole grain ad would include vitamins and minerals to keep my cat healthy. - Age 39, Male
- The inflation has made cat food costs go very high and i use coupons to help pay for my cats favorite foods - Age 39, Male
- I just tried to back down on price of food i have been feeding, and the new food caused digestive upsets, the difference between a \$60 bag of food and a \$30 bag of food has created a problem. back to the \$60 bag. - Age 68, Female
- When i get home from work they are both at the window watching me. when i get in i have to sit down and they they both jump up on me and i have to love them - Age 47, Female
- Even if i had the toughest day at work. they make it so mentally stable for me when i walk in the door - Age 47, Female
- They both glote around like they are king and queen of france. they kinda do a snobbing walk around and you can tell they are happy because all they do is purr - Age 47, Female
- Well it's the material my cat want it you too be soft and unfortunately want the toy to make noise - Age 35, Male