



31/01/2024

# REPORT

Pet Care - Dogs



## AUDIENCE

### Demographics

United States

### Category

Dog Food; Pet Care

### Advanced Screening

"Dog(s)" to "STANDARD\_PETS"

### Custom Screening

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

## OBJECTIVE

To understand the role of dogs in people's lives, what is their emotional connection to their dogs, how does that affect their preferences for premium dog products, and what are the potential unmet needs in the market. By exploring daily routines, emotional connections, and innovative ideas for premium dog products, the objective is to gain insights into the emotional dynamic between the dog and their owners. We want to know how does their emotional connection to their dogs effect their purchasing decisions in pet care category. We want to understand perceptions of dog food brands, emotional moments when it comes to feeding their dogs, cost considerations, and openness to innovative dog food products. Lastly we want to better understand the behaviors and attitudes of dog owners towards their pets' dietary management and the impact it may have on the pets' weight and overall health.

## BURNING QUESTION

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



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## CHAT GUIDE

1. How does your dog(s) fit into your lifestyle and what is your favorite activity to do with your dog(s)?
2. Could you describe your dog, on aspects such as their age, size, breed, and any distinctive characteristics or behaviors?
3. How often do you walk your dog(s) during the day?
4. How does your dog(s) contribute to your emotional well-being?
5. In which type of moments and situations do you feel the strongest emotional connection with your dog(s)?
6. In special occasions, what would you give to your dog(s) and what would that occasion be?
7. What qualities does make a product premium (for special occasions, treats etc.) for you in the context of dog care?
8. Are there any unmet needs in the current range of premium dog products that you feel could enhance your bonding moments with your dog(s)?
9. If you could design a premium dog product from scratch, what would it be and how would it enhance your connection with your dog(s)?
10. How could premium dog products better contribute to the overall well-being and happiness of your dog?
11. Where do you prefer to purchase your premium dog supplies?
12. Could you share a cherished memory of a moment when you were feeding your dog(s)?
13. What do you find important when feeding your dog(s)?
14. In making decisions about dog products, how does the importance of quality weigh against considerations of price for you?
15. How do you feel about the cost of dog food in relation to your overall cost of living? Have you switched dog food brands due to price?
16. Does your dog(s) consume any food besides regular dog food, and if yes, what is it?
17. What are your thoughts about your dog's current weight?
18. Do you have any concerns about your dog's weight, and have you noticed any health or mobility problems that may be related to their weight?
19. If your dog begs for additional food beyond their necessary intake, are you inclined to indulge them? How do you feel and manage their feeding in such situations?
20. What improvements would you suggest for dog foods to aid in weight management and health?



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## AI SUMMARY

In the United States, dog owners who consider their pets as a special part of their hearts have expressed a desire for premium dog products that not only cater to the health and well-being of their dogs but also enhance the emotional bond they share. A common theme among these pet parents is the importance of quality ingredients, with many avoiding preservatives and fillers, and preferring natural, real food options. Emotional support during tough times is a significant aspect of their relationship with their dogs, with activities like cuddling, playing, and walking being cherished moments of connection. Respondents have shown interest in products that address specific needs such as toys that are indestructible or interactive to engage their dogs mentally, treats that are easy to chew, especially for smaller breeds, and food that is both healthy and appealing to picky eaters. Some have suggested incorporating real meat like steak or turkey into dog treats and food, indicating a preference for recognizable, human-grade ingredients. Additionally, there is a desire for products that could help with weight management and health issues, with some owners expressing concerns about their dogs' weight and mobility. The idea of a toy that remains puppy-sized forever was also mentioned, reflecting a wish for the youthful energy and size of their pets to last. Overall, the insights suggest a market for premium dog products that prioritize health, durability, and the ability to strengthen the human-animal bond through shared experiences and emotional support.





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## KEY INSIGHTS

### Health and Dietary Management::

- Dog owners prioritize the health and wellbeing of their pets, often seeking out allnatural, preservativefree, and real meat ingredients in dog food.
- Concerns about weight management are generally low among owners who maintain a consistent feeding schedule and portion control, but there is interest in dog foods that could aid in weight management and health.

### Premium Product Preferences and Unmet Needs::

- Premium dog products are defined by their quality, health benefits, and ability to enhance the ownerdog bond, with a preference for products that are durable, healthy, and enjoyable for the dog.
- Owners express a desire for improvements in treat chewability for smaller dogs, more interactive and indestructible toys, and dog foods with higher meat content and healthy fats.

### Purchasing Decisions and Cost Considerations::

- While quality is a top priority for most owners, price is also a significant factor, with some owners willing to switch brands for costeffectiveness or bulk buying to save money.
- Owners value a variety of purchasing options, including online stores like Chewy.com and brickandmortar stores like Petco, with decisions influenced by product variety, natural ingredients, and reasonable pricing.

### Special Moments and Celebrations::

- Owners often celebrate special occasions with their dogs by providing special treats like dog cakes, puppyccinos, and birthday parties, indicating the humanization of pets and the importance of celebrating milestones.
- Cherished memories often involve feeding moments, with owners expressing joy in seeing their dogs excited about mealtime, reinforcing the emotional connection during these daily routines.





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## HUMAN KEY QUOTES

"She was there when i had a broken heart. i'm a very lonely person and not liked by much, but a dog and cat will love you no matter what. "

Age 30, Female

"The love and affection she gives me. the excitement she gives me when i walk in is unmatched. i feel less lonely when she's around "

Age 30, Female

"I grabbed her food from the cabinet and i mix it with wet food and she spins around wagging her pretty little tail "

Age 30, Female

"My dog is quite picky when it comes to both food and toys so i typically buy a bunch and see which he caters too then buy similar looking and feeling toys"

Age 31, Male

"I would of course make it healthy, tasty, make my dog more lovable and energetic. i think it would enhance our connection by allowing us to do so many different activities more often"

Age 31, Male

"I remember when i first got my dog he was scared and anxious of his new surroundings, but eventually he warms up and the first time he ate was very happy for me"

Age 31, Male





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## HUMAN KEY QUOTES

"I first focus on the price of the product, once i find a bunch of fairly priced products i will then see which have the best reviews and quality ingredients"

Age 31, Male

"Anything that could make them have a happy and healthy life and would help increase that could be nothing but a benefit me them and me "

Age 33, Female

"My two younger dogs are perfect weight but my older mastiff is a little heavier in her older age as she's not able to be as active as she once was. "

Age 33, Female

"When i purchased his food from target and he ate it all in one bowl full and decided to come and play with me to try and get me to pour more into his bowl. his character is so funny. "

Age 27, Female

"I only switch products when i find a product thats better than the current product that i'm using or if my dog takes interest to another product. "

Age 27, Female

"Me having a dog supports my emotional wellbeing immensely. he keeps me happy and if it wasn't for him, i'd be depressed."

Age 29, Male





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## HUMAN KEY QUOTES

"I feel strongest with him when at the end of day it's just me and him and i realize we're all we have for each other."

Age 29, Male

"She contributes to my well-being and multiple ways. first of all, being active with her stimulates positive results of consistent, frequent physical activity. she also loves to cuddle and knows when i am not feeling well, emotionally or physically."

Age 42, Female

"Right now, i feel to be in a good spot. there was a length of time when i was unemployed, and had to buy a more cost-effective option, but that was quickly reversed as it did not sit well with her stomach, and she developed skin issues as well."

Age 42, Female

"I would love a toy that is high quality and very interactive. a toy that will engage her brain, and improve our overall bonding experience "

Age 29, Female

"I have tried 3 different dog foods for all, all within the same price range. dog food is expensive, but it pays off long-term because it can keep your dog healthier for longer. "

Age 29, Female

"She gets presents on all the major holidays just like my kids do. toys and treats are the usual. she also has her own advent calendar for xmas "

Age 53, Male







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## HUMAN KEY QUOTES

"Whenever she knows if meal time she goes crazy and follows me to the fridge for her fresh weather and then she goes right to the counter where we keep the food and she does circles while we fill the bowl and bring it over to her eating space "

Age 53, Male

"Well he's very nervous often. i don't know much about calming things for dogs. but maybe training treats to calm him would help train "

Age 39, Female





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## SAVED SEARCHES

### Insights according to different types of dogs:

The responses from the consumers vary according to the different types of dogs they own, which include a range of breeds, sizes, and ages. Here's a summary of the responses categorized by the type of dog without disclosing any specific chat details:

#### 1. Small Breeds:

- Owners of small breeds like Yorkshire Terriers and Chihuahuas often mention their dog's playful nature and affectionate behavior. They tend to focus on the emotional support these dogs provide and their ability to sense and respond to their owner's emotions. These owners also discuss the importance of finding treats and toys suitable for their dog's size and dietary needs.

#### 2. Medium Breeds:

- Those with medium-sized dogs, such as English Pitbulls and Blue Heelers, often engage in more physical activities with their pets, like hiking and running. They value the companionship and protection their dogs offer. These consumers are interested in healthy, high-quality food and treats, and they look for durable toys that can withstand active play.

#### 3. Large Breeds:

- Owners of larger breeds, including Mastiffs and German Shepherds, emphasize the importance of exercise and outdoor activities. They often mention their dog's health and well-being, seeking products that contribute to a long and healthy life. These owners are also concerned with the quality of the products they purchase, regardless of price.





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## SAVED SEARCHES

### 4. Mixed Breeds:

- Respondents with mixed-breed dogs, especially rescues, focus on the unique characteristics and social behaviors of their pets. They look for products that cater to their dog's specific needs, such as toys that are engaging and suitable for dogs with sensitive stomachs or weak teeth.

### 5. Specific Breed Characteristics:

- Some owners discuss distinctive traits related to their dog's breed, such as a Dalmatian's friendliness or a Cavalier King Charles Spaniel's lapdog tendencies. These characteristics influence the activities they enjoy together and the type of care and products they seek.

Across all types, there is a common theme of seeking quality and health benefits in the products they choose for their dogs. Owners also express a strong emotional bond with their pets and a desire for products that enhance their connection and contribute to their dog's happiness and well-being.





**REACH OUT TO US IF YOU HAVE  
FURTHER QUESTIONS ABOUT THIS  
REPORT**

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