

An event by:



15.5 → 17.5 • 2023
BOLOGNA FIERE - ITALY



ZOOMARK
INTERNATIONAL

AN EVER-CLOSER BOND

The BVA-Doxa study on the connection between people and pets in the last 15 years

In the last 15 years, the relationship between pets and their owners has changed greatly.

The survey of Italian pet owners conducted by **BVA-Doxa** for the 2022 Zoomark-Assalco Report confirms owners' **increasing attention to all aspects of pet care, health and well-being**.

Below are some of the main findings from the study, which was carried out last April, in the form of **online interviews with a sample of a thousand respondents aged between 35 and 74**.

Members of the family

The responses show that pets are increasingly viewed as bona fide family members.

For **85%** of owners, pets **take part in everything the family does**, and it should be highlighted that this applies not only to dog owners but also to owners of cats and other pets.

Greater care over nutrition

The way we feed our pets has changed compared to the past, also due to a **greater awareness of pets' nutritional needs**. It is now well-known that opting for homemade concoctions can be harmful, and taking care over nutrition is increasingly viewed as a **demonstration of affection for our pets**.

More research and innovation in industrial pet foods

When it comes to food, pet owners perceive that the industry has progressed in the last 15 years, and they acknowledge the **advances made by companies**. Specifically, 90% of respondents believe that **more research and innovation** is being carried out by pet food companies, and 89% consider **processed pet foods more practical** than 15 years ago.

Spending more time together

According to 89% of those interviewed, compared to 15 years ago, pets and owners now spend more time together, including **outside the home**, with **more and more places now being pet-friendly**. A considerable number of respondents also stated that they take their pet **on holiday** with them too.

Hygiene and toys

People are also devoting more time to **playing** with their pets and **petting/cuddling** them, and this also means **choosing suitable care products** such as hygiene products or toys.