

Pet Living

How Pet Ownership is Shaping Technology Use in the Home

There's no doubt about it: Europeans are pet lovers.

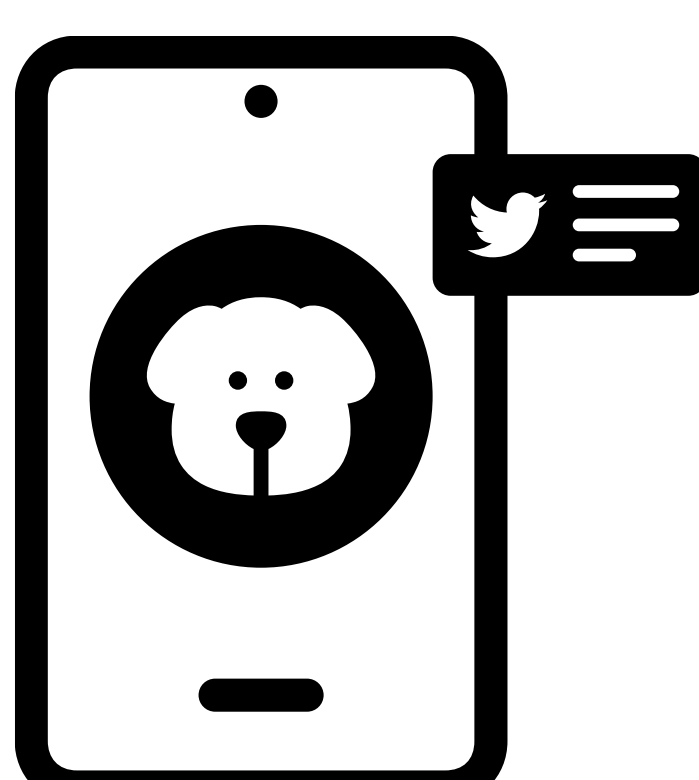


63%

see their pets as beloved family members

47%

have a social media account dedicated to their pet

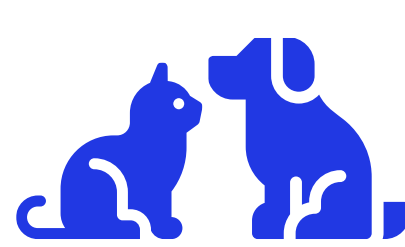


People will keep their pets happy and healthy, no matter the cost.

" I am willing to spend more money on my pet than on myself

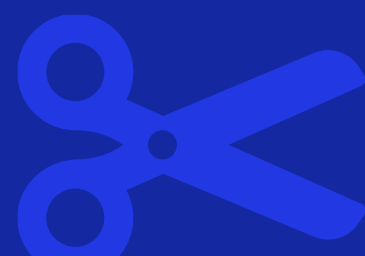
44%

" Agree



The average amount an individual spends on pets per year

3 in 5



would make cutbacks elsewhere before spending less on their pets

Pets are shaping their owners' homes and lifestyles.

" I have changed my home set-up to accommodate for my pets

47%

" Agree



Pets were a consideration for owners when choosing:

 Their home (58%)

 Furniture (48%)

 Household electronic appliances (32%)

Technology is being repurposed for pets.



Over half look after pets with gadgets not intended for animal use.



Nearly half worry about their pets being lonely (46%)



The most desired feature is to keep pets safe (36%)

Buying tech for their pets, younger people spent twice as much as previous generations



There is growing demand for pet-friendly technology.

" Pet-friendly is just as important as child-friendly

3 in 5

" Agree

49%

want more electronic appliances to have pet-friendly features

52%

think this should be standard in smart homes of the future

