

*01
DEC



57%
will be buying
treats for their
'best friend'
this Christmas.

*02
DEC



20%

of dog food
and treats are
purchased
online.

*03
DEC



43%

say they plan to
spend £25 or more
on their dog this
Christmas.

*04
DEC



27%

say they would like
pet food brands to
offer personalised
dietary advice.

*05
DEC



64%

of respondents
say biggest treat
occasion is to
reward good
behaviour.

*06
DEC



22%

say they plan to
buy their pooch
a treat Advent
calendar.

*07
DEC



47%

Nutritional concerns
are biggest reason
for exploring new
dog food brands.

*08
DEC



35%

of respondents
said they chose
Dentastix as their
preferred dog treat.

*09
DEC



37%

of pooches can
look forward to
unwrapping a new
bed this Christmas.

*10
DEC



46%

say Pedigree® is
their brand No1.
for food and treats.

*11
DEC



51%
would consider
brand switching
the food they
feed their dog.

*12
DEC



28%

of owners have
sent others cards
and gifts with love,
from their dog.