

EDIZIONE 2022

 **Adragna**
PET FOOD

Pet Owner Survey 2022

Instant **BOOK**

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Why do a survey about dogs and cats owners?

The last few years have been characterized by several changes and news in pet food industry. The year 2023 will be extremely important for us and for our customers considering that we will work on our rebranding project that will lead our company to celebrate 50 years of activity and to lay the foundations for the next 50 years.

All our challenges undertaken have been becoming concrete actions. Sustainability approach is now crucial in every single aspect of our lives.

The aim of Adragna Petfood Company of doing a survey among dogs and cats owners is to know pets owners' new buying habits and all changes in their choices after the Covid 19 pandemic and the increase in the prices of all goods

We deeply believe in win-win approach therefore we think that a greater knowledge of our end customers allows us to offer our products to the market more easily and to guarantee success in sales and in the proposal of quality products with adequate prices that are able to guarantee profit.

The analysis of turnover data of our customers clearly shows that those who have embraced our vision will have a growing turnover and a greater pet owner loyalty, the real asset for those who work in pet food industry. Our mission is to feed animals having their health and the world where we live close to our hearts. We are confident that a greater collaboration will ensure us to achieve this ambitious goal.

Dog Survey

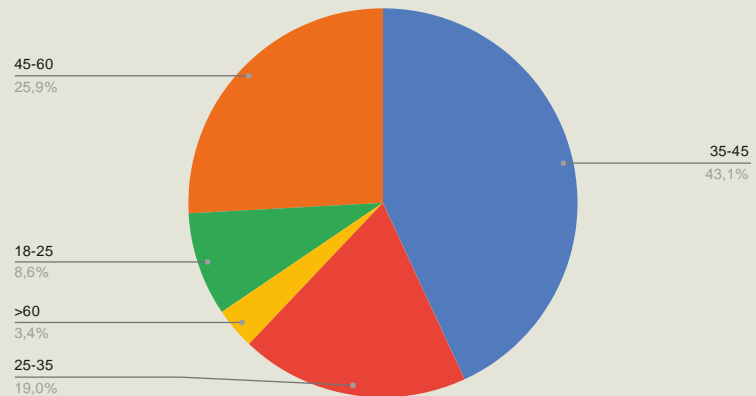
first step

- Age of dog owner
- Gender
- In which region of Italy or foreign country do you live?
- Who is your four-legged friend?
- What is your dog's size?
- Where do you usually buy food for your four-legged friend?
- What dry product (kibble) do you usually use to feed your dog?
- According to you, product quality refers to:
- Which dry product do you usually buy for your dog?
- Has your dog had one or more health problems in the last year?
- What factors affect your dry food purchase choices for your dog?
- What capture your attention in dog's food bag?
- Would you spend more to buy a product with a recyclable plastic bag?
- Would you spend more to buy a product from a company who invests in environmental sustainability?

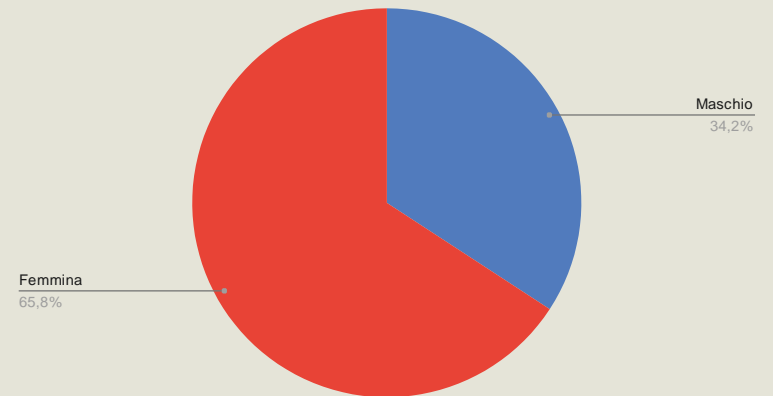


Dog Survey Users Data

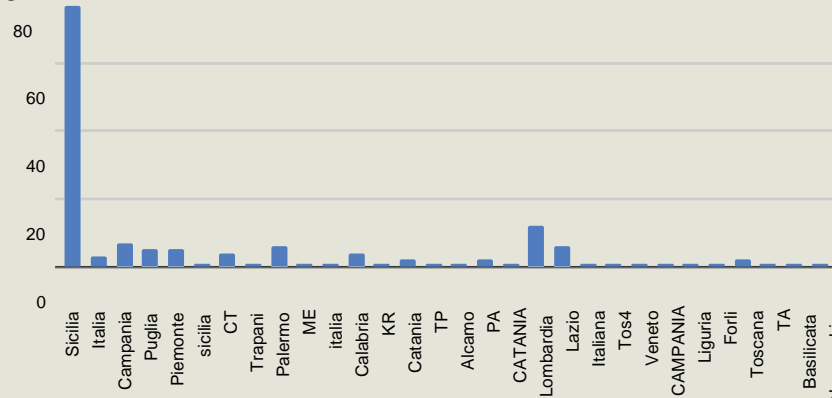
Age of dog owner



Gender



- Result of In which region of Italy or foreign country do you live?

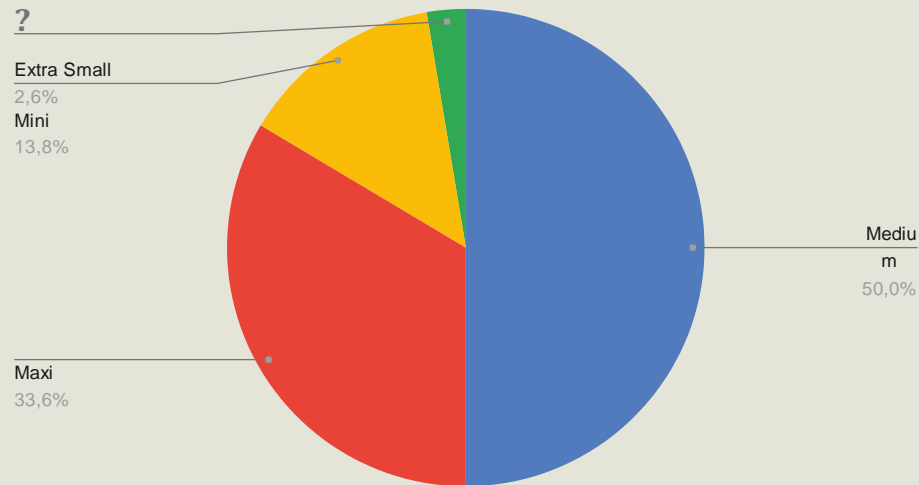


The result of the first three questions shows that our average user is female (age between 35 and 60)

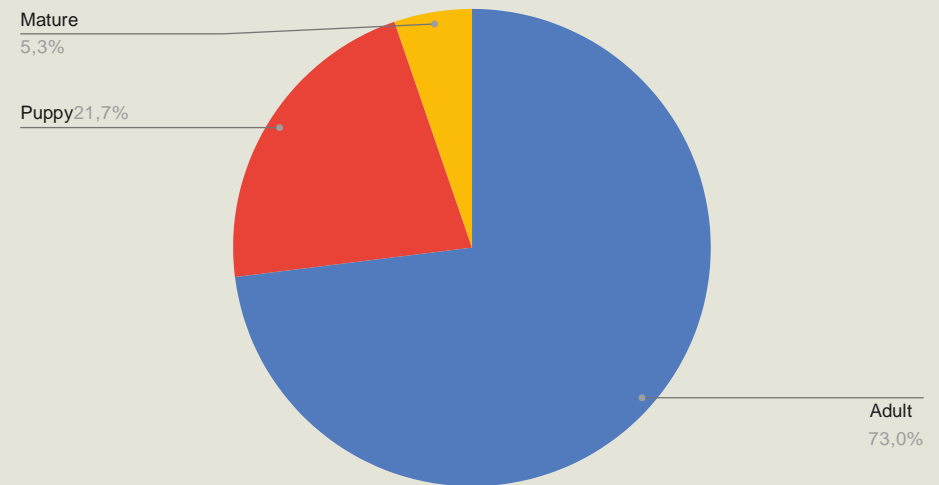
Dog Survey

Dog data

- What is your dog's size?



Your four legged friend is?



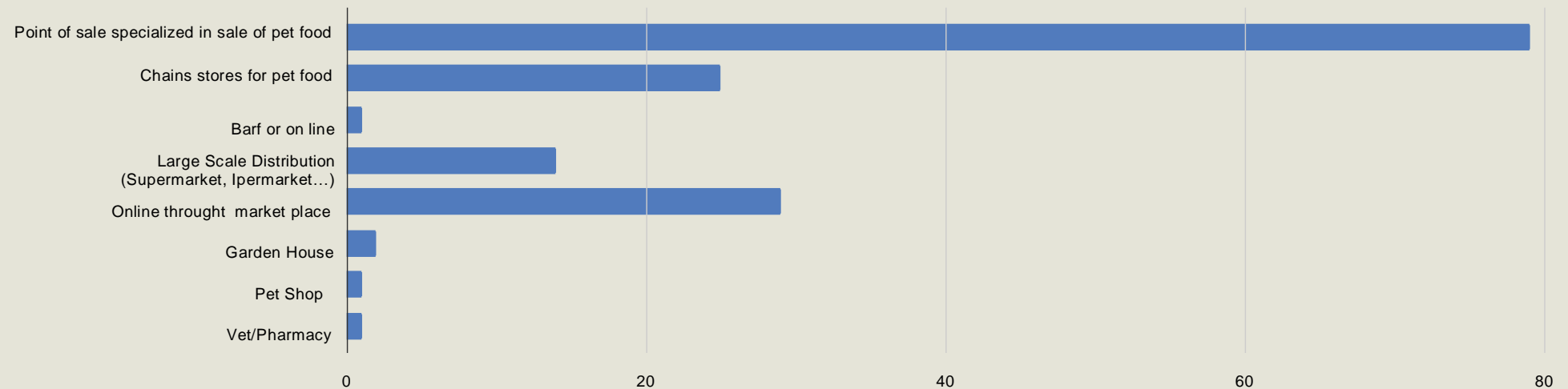
The survey has shown that our average user has medium-sized adult dog

However, the perception of the dog's size does not refer to ENCI classifications; in fact, generally pet owners consider mini-sized dogs as medium size but with a few extra kilos or not purebred dog.

Dog Survey

Purchasing products data

Where do you usually buy food for your four-legged friend?

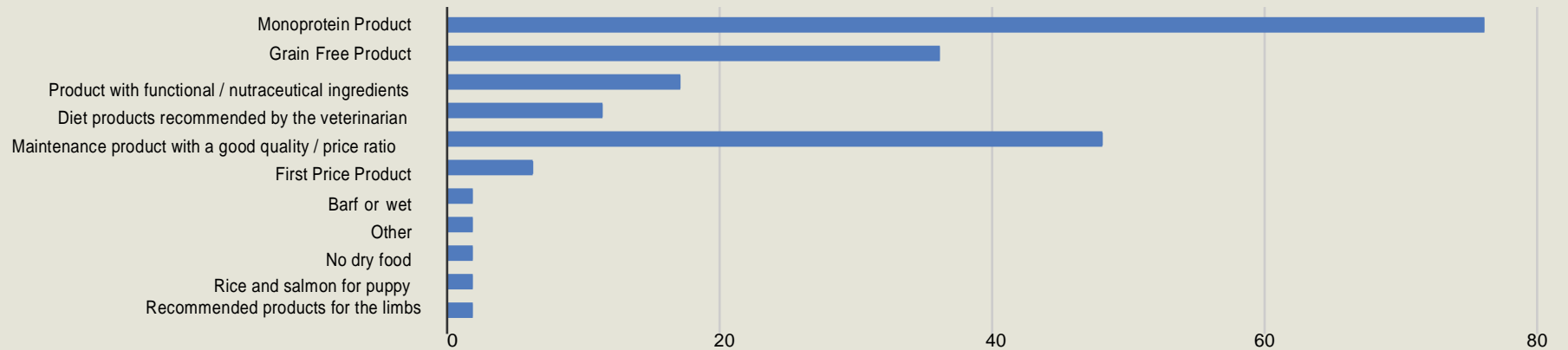


In pet food industry there is a tendency to buy mainly in specialized shops. E-commerce purchase products is also increasingly developed.

Dog Survey

Purchasing products data

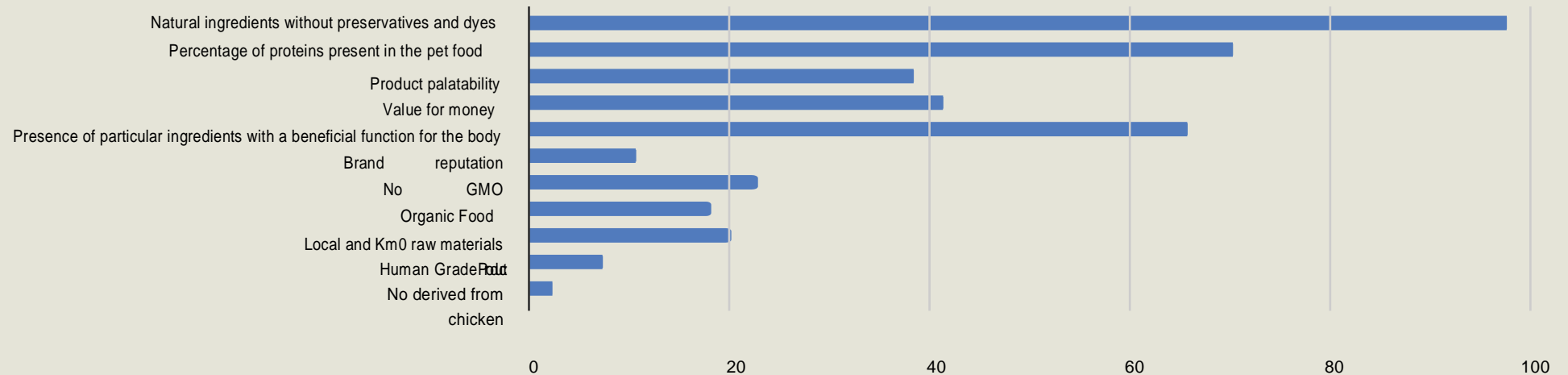
- What dry product (kibble) do you usually use to feed your dog? (no more than 2 answers)



Dog Survey

Purchasing products data

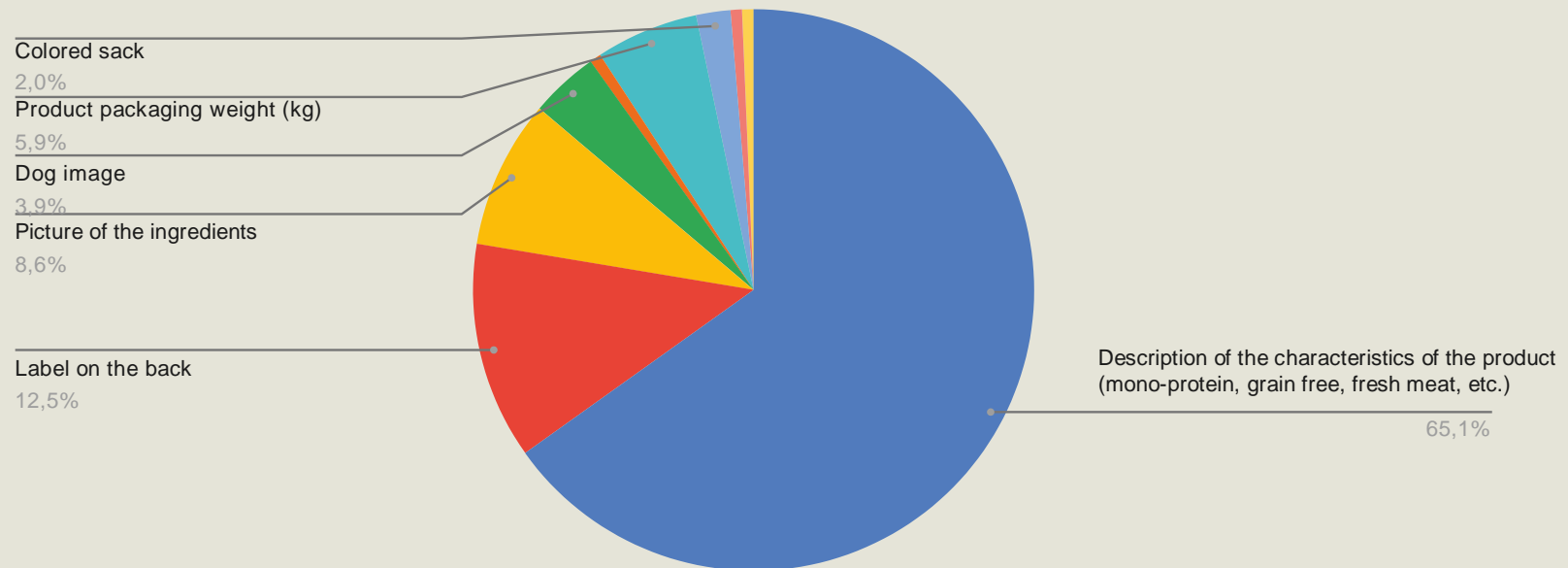
According to you, product quality refers to: (you can indicate more than one preference)



Dog Survey

Packaging data

- What capture your attention in dog's food bag?



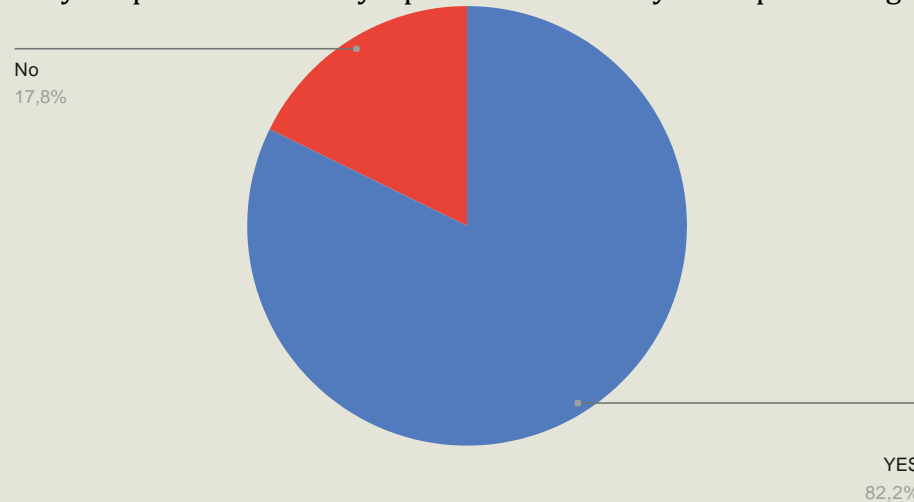
With the aim of giving accurate suggestions to our partners, we were interested in understanding closely what catches the attention of customers when they buy pet food.

"Product description" is the focal point on which customer's attention is focused; the second point are the detailed information about products that are generally situated on the back of bags.

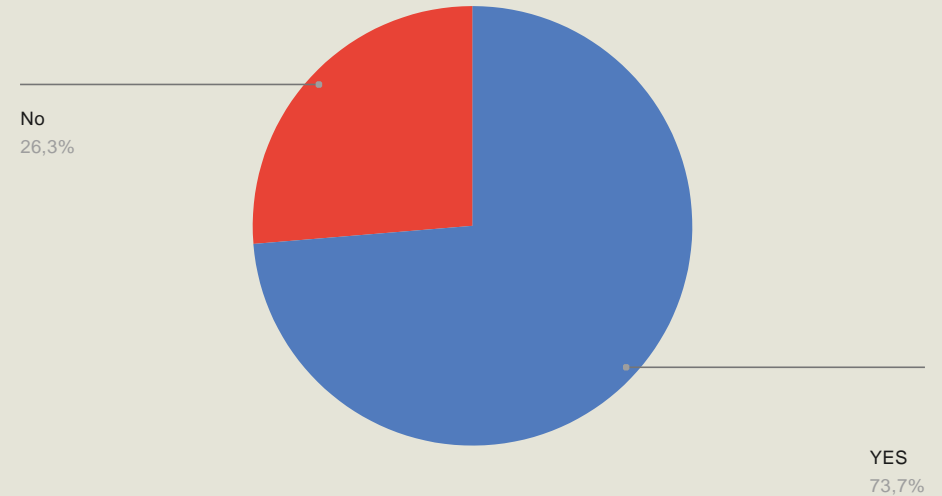
Dog Survey

Packaging data

Would you spend more to buy a product with a recyclable plastic bag?



-Would you spend more to buy a product from a company who invests in environmental sustainability?



We also paid particular attention on the idea of sustainability; the survey has revealed that our customers would spend more to buy products with a recyclable bag and towards companies that invest in sustainability.

Cat Survey

The methods of survey administration and its related rewards as the same presented in dog survey. Only questions have been changed a bit.

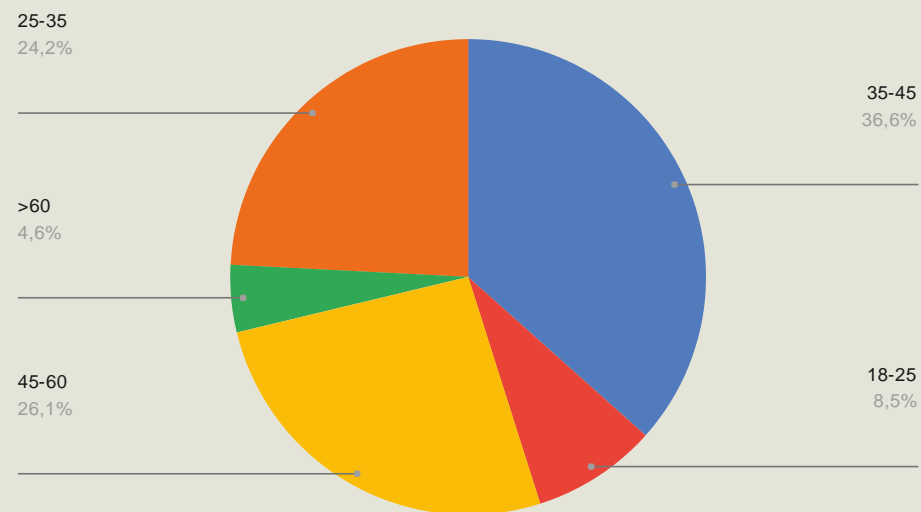


- Age of cat owner
- Gender
- In which region of Italy or foreign country do you live?
- Who is your four-legged friend?
- Is a sterilized cat?
- Is a domestic cat?
- Where do you usually buy food for your four-legged friend?
- What dry product (kibble) do you usually use to feed your cat?
- According to you, product quality refers to:
- Which dry product do you usually buy for your dog?
- Has your cat had one or more health problems in the last year?
- What factors affect your dry food purchase choices for your cat?
- What capture your attention in cat's food bag?
- Would you spend more to buy a product with a recyclable plastic bag?
- Would you spend more to buy a product from a company who invests in environmental sustainability?

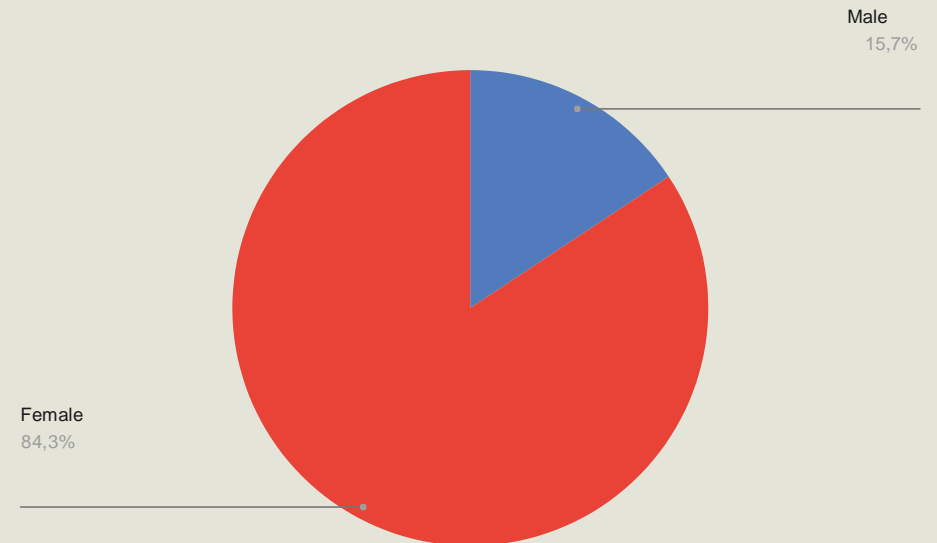
Cat Survey Users Data

As you can see below, users from 25 to 60 years are the group who mainly answered the survey.

Age of cat owner



Gender

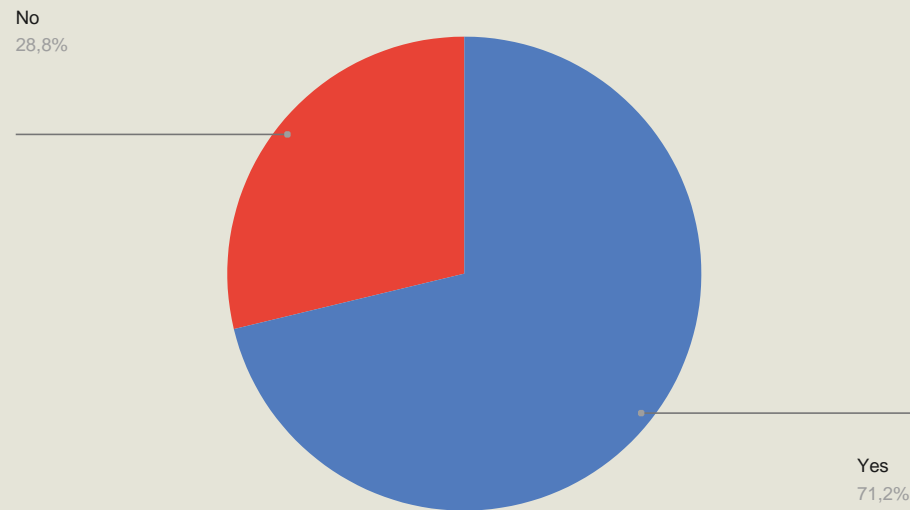


Cat Survey Users Data

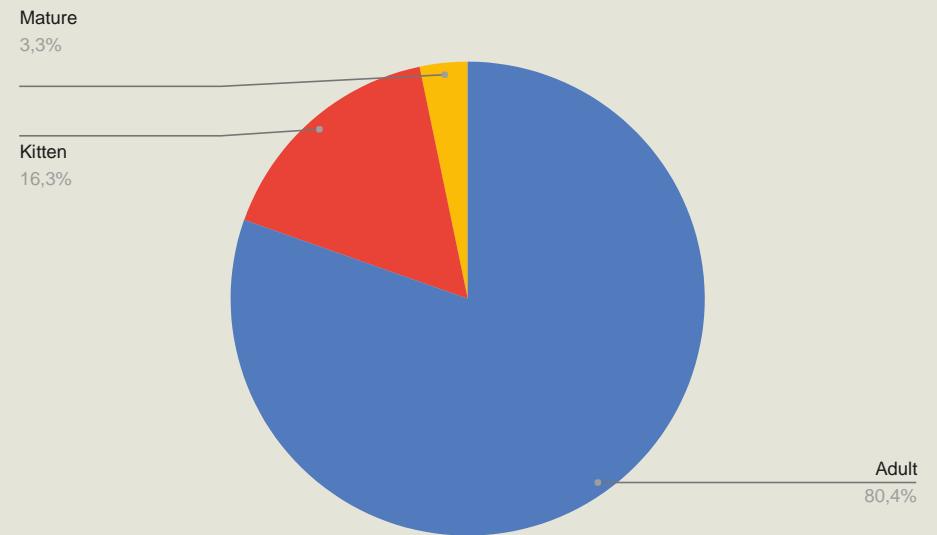
Women are main users; it results that they live at home with one adult sterilized cat.

Few users consider their cat as mature; 71% of cats are sterilized among 93.5% of cats living at home

Result of: Is your cat sterilized?



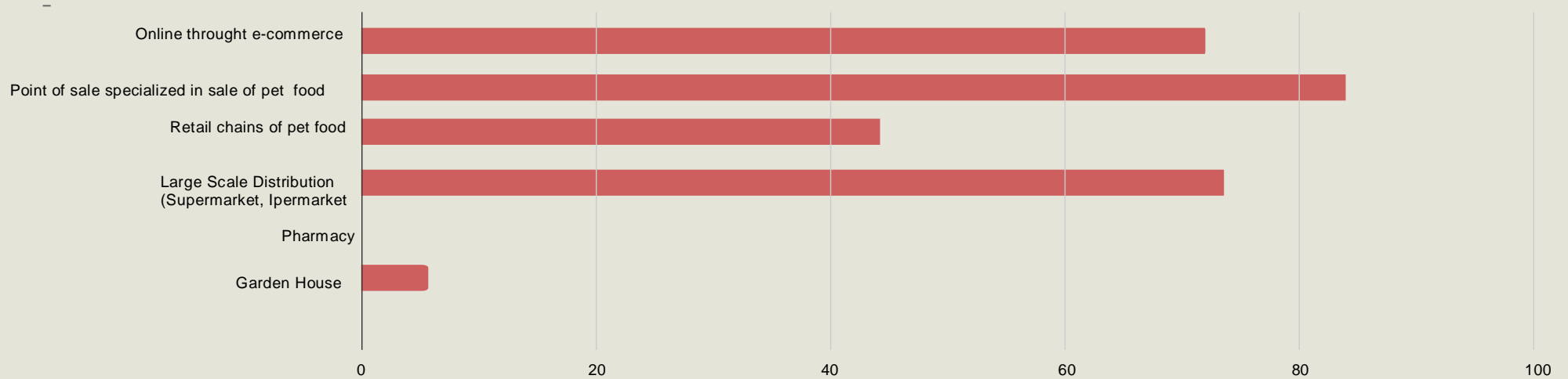
Result of: Is your cat.. ?



Survey Cat

Purchasing products data

Where do you usually buy food for your four-legged friend?

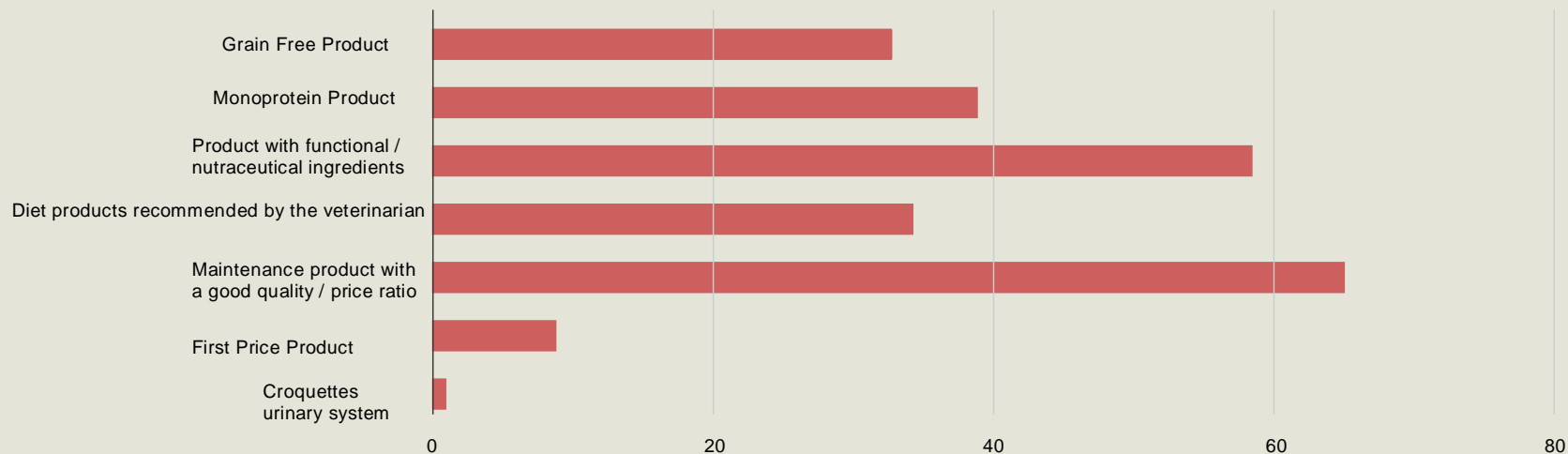


Specialized stores are the main purchase channel; they are followed by large-scale distribution and e-commerce.

Cat Survey

Purchasing products data

What dry product (kibble) do you usually use to feed your cat?

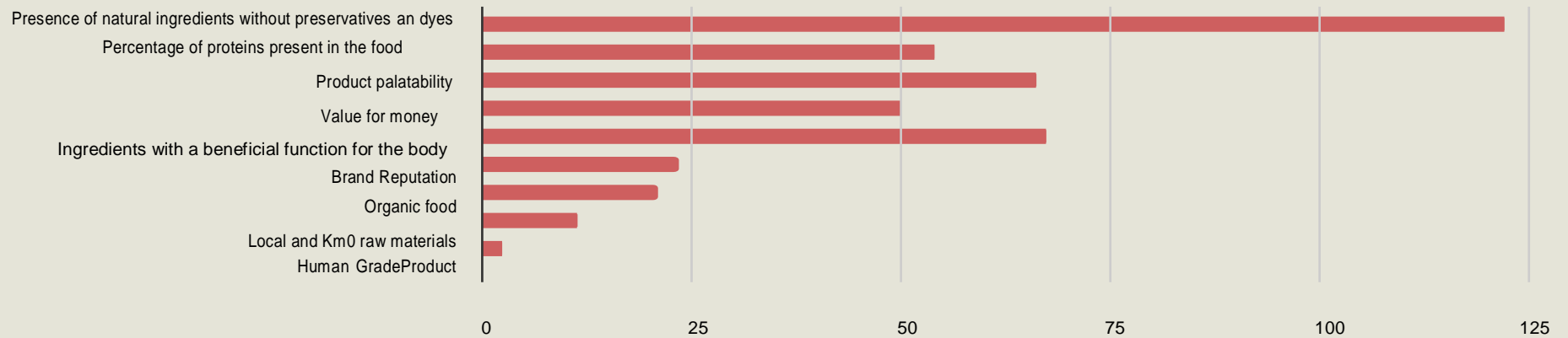


Most users have a healthy cat. They buy natural products with high nutritional values without preservatives and added additives; they also choose palatable and maintenance products with a single protein source such as meat or fish

Cat Survey

Purchasing products data

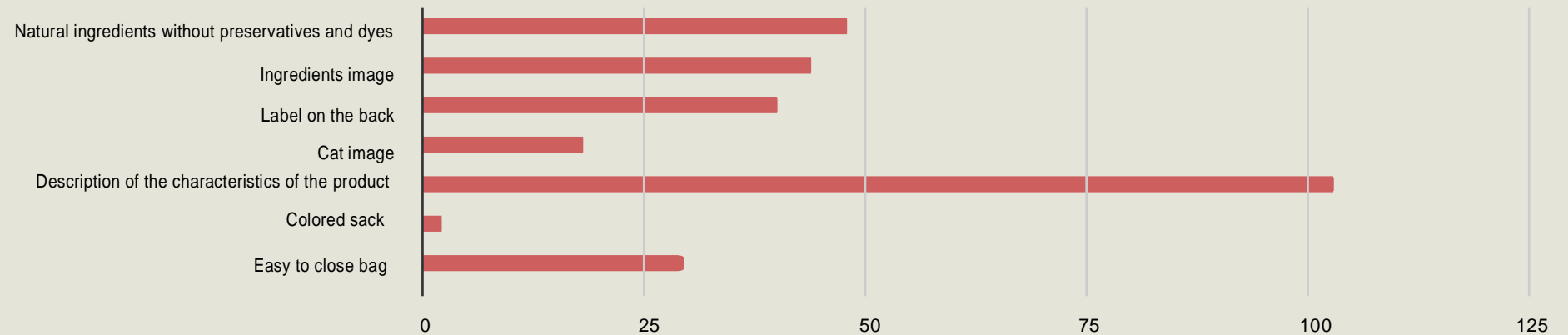
According to you, product quality refers to:



Cat Survey

Packaging Data

- What capture your attention in cat's food bag?



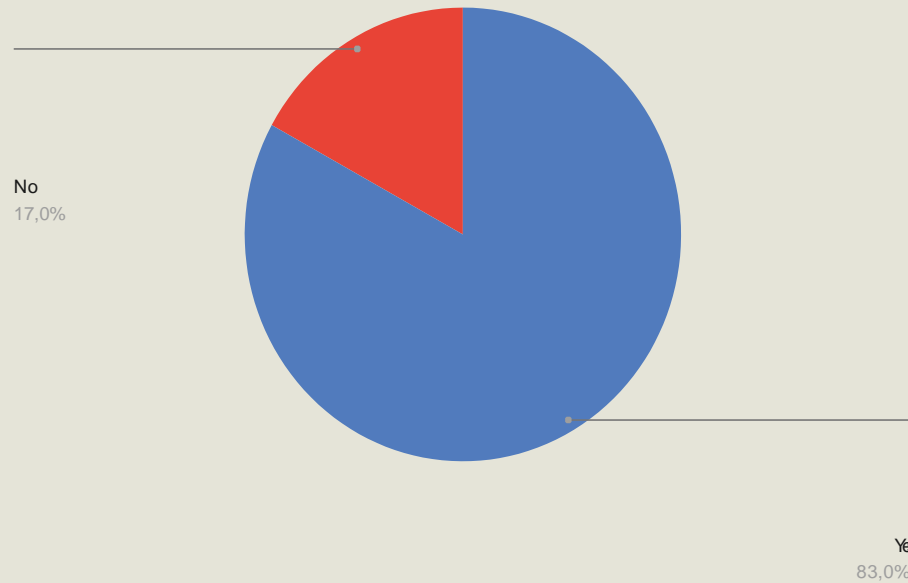
User prefers purchasing products where the description is clearly visible in the front of the packaging and where there are written all detail about the product.

Survey Cat

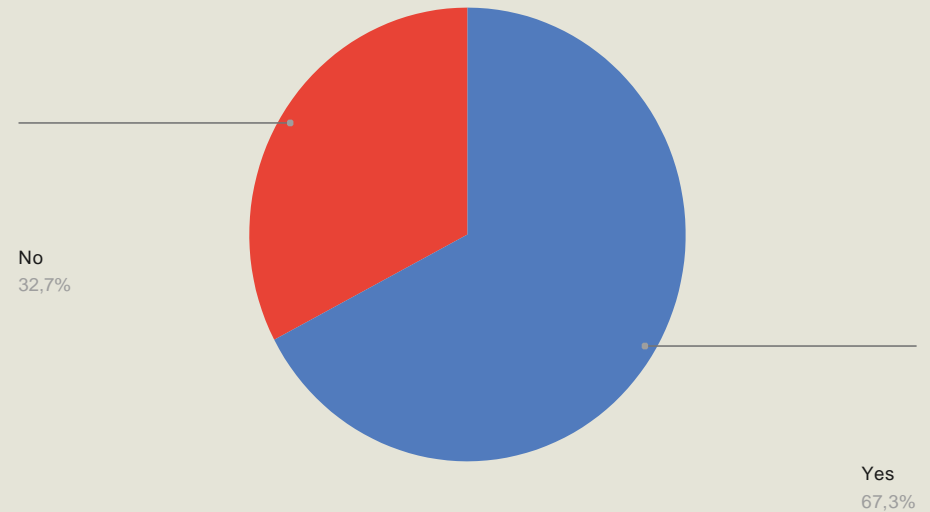
Packaging Data

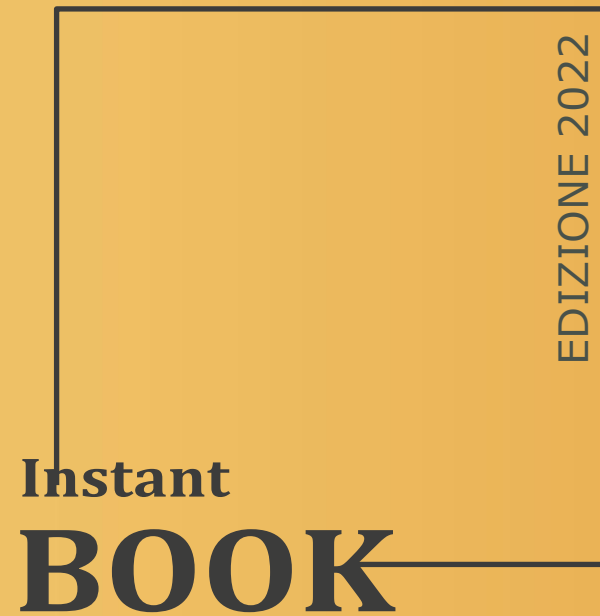
Cat owner would spend more to buy from companies whose sustainability is their main value.

- Would you spend more to buy a product from a company who invests in environmental sustainability?



- Would you spend more to buy a product with a recyclable plastic bag??





**For further information, please contact
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