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MARKET DATA & CATEGORY INSIGHTS 2024



DEMOGRAPHIC TRENDS

This research collected feedback from 1,000 respondents in the UK who own rabbits and/or guinea pigs.

This wave assessed brand perceptions, ownership demographics, and consumer preferences, comparing the findings to data from a previous benchmark survey conducted two years prior.

The predominant guardians of rabbits and guinea pigs are women.

80%

of pet parents are female, up 10% since our research two years ago.

60%

of households with small pets have children under 16, however they are not considered children's pets, but adult or family pets (83%).



PET PARENT TRENDS

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There's been an increase in rabbits being kept in pairs, up by

19%



8%

increase in rabbits kept indoors, demonstrating the ever-growing trend for house rabbits.



PET HEALTH TRENDS

Rabbit health and wellbeing is often in the headlines with welfare charities stating that rabbits are "the nation's most misunderstood pets"*

However, our research shows that only

13%

of visits to the vet are to seek care for health issues - 85% of vet visits are for routine check-ups, vaccinations and neutering.

58%

of pet parents take their rabbits to the vet at least once a year, which shows a high level of engagement and a desire to provide high standards of care.

*PBW News Rabbit Welfare Plan article

PET HEALTH TRENDS

ONLY

40%

of guinea pig pet parents visit the vet regularly. Health issues drive this, with 22% seeking veterinary care for health concerns.



Dental disease was the main health condition for which small pet parents sought advice, followed by gastro-intestinal stasis.

This shows there is still a need to promote the importance of a high fibre, hay-based diet.

MULTI-PET HOUSEHOLD TRENDS

Rabbit and guinea pig pet parents are real pet people, with over

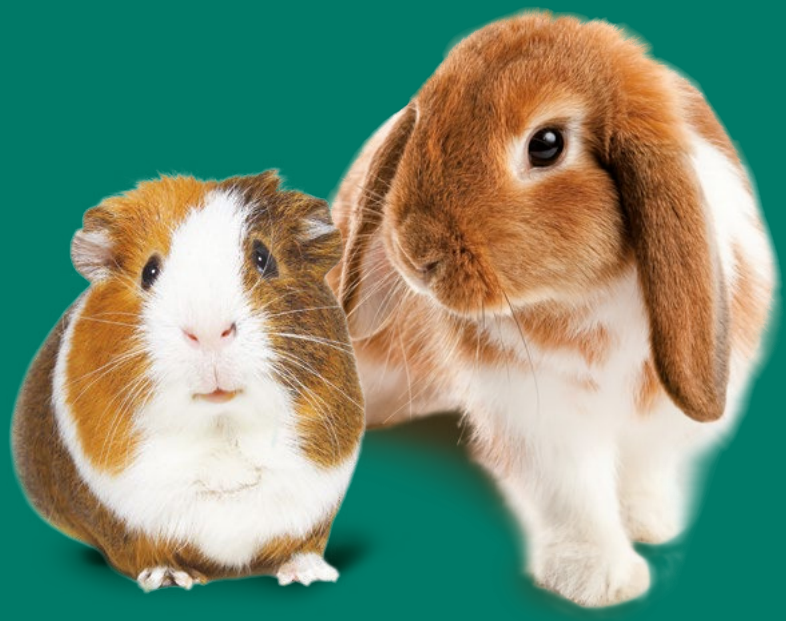
50%

also owning a dog and/or a cat.

On average, rabbit and guinea pig pet parents keep a total of

4.9 Pets

so they are high-spending customers.



SOCIAL MEDIA TRENDS

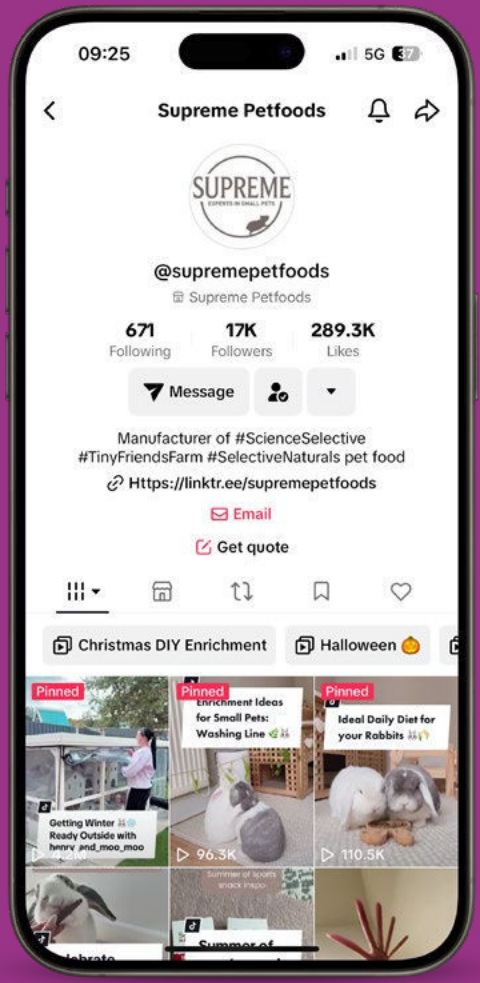
Those using social media in relation to their small pets has increased, with pet parents viewing content up

12%

The most significant increase has been TikTok, with

34%

more small pet parents are looking at related content on this channel compared to two years ago.



PURCHASING BEHAVIOUR & TRENDS

Whilst most pet parents seek information sources for learning about small pet food online, over

80%

say that they browse at specialist pet stores and seek advice from pet store colleagues.

86%

of rabbit and guinea pig guardians purchase hay. This is up 4% since our previous survey.

With rabbits and guinea pigs requiring a hay-based diet, it is concerning that 14% of pet parents surveyed report they are not purchasing hay.



PURCHASING BEHAVIOUR & TRENDS

Treat sales have increased by

8%

with 66% of small pet owners saying they buy treats for their pets.

There have also been increases in the purchasing of specialist life stage and lifestyle foods for rabbits and guinea pigs.



SHOPPING HABITS & TRENDS

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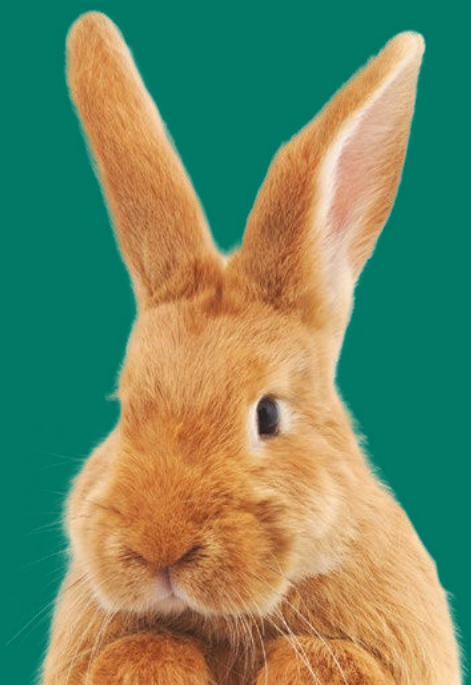
A physical store is very important to small pet owners in the UK, with

54%

of shoppers saying they only buy instore, and only 9% reporting they shop online only.

Whilst Pets at Home may remain the most popular retail destination for small pet owners, local pet stores are still the second choice of retail store for small pet parents.

A small pet parent in the UK buys from an average of 3 different retail stores



BRAND AWARENESS & PERCEPTION TRENDS

Supreme's Science Selective brand remains the **highest for spontaneous awareness** amongst rabbit and guinea pig pet parents compared to all other small pet brands.

Positive buzz for Selective centres around **quality and health-based food that pets love, recommended by vets.**



BRAND AWARENESS & PERCEPTION TRENDS

Tiny Friends Farm has seen the highest increase in brand awareness, with a **34% uplift in brand awareness** and a **30% increase in brand usage**.

Positive buzz for Tiny Friends Farm is about **value for money from a quality brand**.

Most small pet buyers say the **choice of brand is very important - 86% and rising**.

82% of those surveyed that also own dogs said that they find **Tiny Friends Farm appealing as a dog brand**.

↑34%

Brand Awareness

↑30%

Brand Usage

↑86%

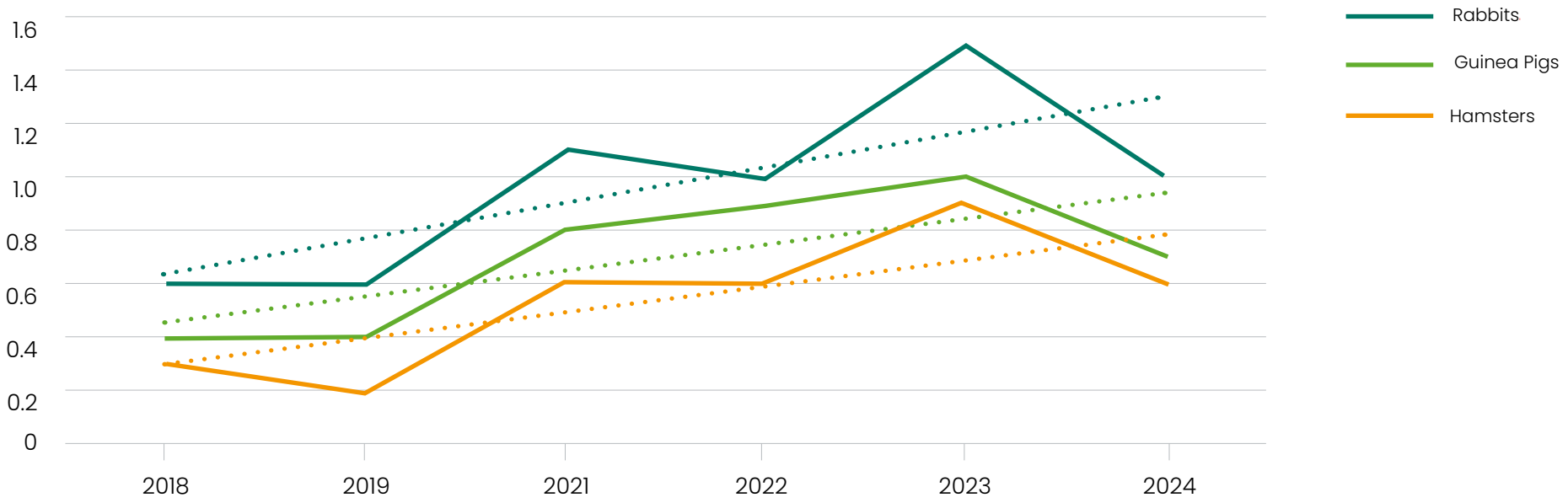
Brand Consideration

82%

Appealing as a dog category brand

UK SMALL PET POPULATION 2018-24

Whilst the UK small pet population has declined following the pandemic spike, the **small pet population is showing an increase** compared to pre-pandemic levels.



*Data source: UK Pet Food's Annual UK Pet Population Survey

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Experts in pet nutrition & care for more than 30 years

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