

Czech Republic

Pet food and pet care study 2008

For the first time this year, INCOMA Research, in cooperation with GfK Praha, presents the Pet Food & Pet Care 2008 study concerning pet keepers' preferences, the kind of animal kept, socio-demographic structures, shopping habits, decision-making processes and evaluation of shopping places.

The Czechs are very responsible pet keepers, evidence of which is expressed in the importance they put on the ingredients, taste, health aspect and quality of the food they offer their pets. The pet keepers questioned indicated that price was an important, but by no means crucial, factor when selecting pet food. The three dog food brands mentioned most often were Pedigree, Chappi and Acana; whilst for cat food these were Whiskas, Friskies and Kitekat.

When buying food for their pets, the preference is for specialised pet stores followed by hypermarkets and wholesale discount stores. The quality and expertise on the part of the personnel were rated by the respondents as the best, especially in specialised stores. Hypermarkets were evaluated best with regard to their prices for their ranges.

The pet keepers indicated that important and decisive factors when choosing to buy pet food in a given store were the proximity and accessibility of the store, the possibility of purchasing pet food along with the rest of their everyday shopping and the range on offer.

Currently, 92% of pet keepers do not take advantage of online shopping with only 7% having tried it. The remaining 1% is thinking of shopping in this way in the future.

What is most important for you when selecting dog food?





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