

# The year of the cockapoo!

The Coronavirus pandemic and associated lockdowns has seen a boom in pet ownership across the UK, and this has seen more consumer spending on pets than ever before!

Spend on pet food, treats, medicine, insurance, vet care, bedding, toys, day care, grooming and related charities have spiked dramatically, creating a growing opportunity for associated brands.

To support this key trend in consumer behaviour, REaD Group have developed a series of in-depth data sets to support brands who want to target pet owners for relevant products and services.

REaD Group hold data to identify:

- Pet owners
- Pet insurance renewal dates
- Has pet insurance
- Owns Cat
- Owns Dog
- Pet food purchases
- Animal charity supporter
- And social media listening to identify those that post about a pet

With our depth and accuracy of pet specific data we can provide a host of insight, enhancement and linking products to help your brand engage and acquire the best customers for you!



**To find out more about our bespoke data services please contact us.**



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