

# Pet Humanisation: The Latest Trend and Its Strategic Impact on Global Pet Care Market - Literated Market Research

*Rising trends of pet humanization has created a niche market for pet food and pet care products and services*

BANGALORE, INDIA, October 2, 2015 /EINPresswire.com/ -- Pets are being increasingly treated as members of their family by pet owners.

For companies that can position themselves in such a way to gain credibility among the growing demographic of the population that treats pets as their family members is presented with an opportunity to commercialize the trend into a vast range of goods and services – from dog beer to cat counselling, from pet weddings to “social pet working”.



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The impact of the aspect of humanization of pets is undeniable for the pet food industry. The drivers for this segment of [pet food market](#) are:

- The changing family structures and lifestyles are leading to smaller pets. In many pet markets, there is a trend among pet owners to keep and adopt small pets, notably cats and small dogs as well as small mammals. There is growth in some, if not all, types of smaller pets even in the developed market like those of UK, US, Japan, France and Spain where the overall pet populations are falling
- Smaller spaces for living due to pressures from urbanization leading to the growing trend to adopt smaller pets and the tendency of not adopting pets that take long hours to take care of and are expensive due to longer working and office hours is driving a large section of pet adopting population to go for smaller pets. Young singles and the aged population also look to smaller pets to that are easy to take care of as companions
- Higher spending on pet care is driven by both humanization and anti-humanization of pets. Pets that are smaller in size have a greater chance of being indulged in and humanised than large dogs. Moreover, consumers want to plug the familial gap with a canine or feline companion forced by demographic shifts towards smaller households. Pet indulgence can now be afforded by many due to rise in average global incomes
- A rise in BARF diets, and featuring high quality products is due to the rising trends of anti-humanization, seen especially in rural settings, where pets are treated as well loved animals

The above mentioned factors have resulted in higher spending by pet owners who are increasingly looking at smaller pets and engaging in indulgence for the pets with the aim of providing the best possible quality of life for the pets in both humanization and anti-humanization trends

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