

CANVASDISCOUNT Survey Finds Most Pet Décor Purchases Are Impulse-Driven

New 2026 customer research finds 73% buy custom pet products “just because,” while artistic design narrowly outranks price as the top purchase factor.

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[CANVASDISCOUNT](#) has released its [Pet Décor Report 2026](#), examining what prompts U.S. customers of the brand belonging to The Customization Group to purchase personalized products featuring their pets, where those pieces are displayed at home, and which factors influence their buying decisions.



Personalized pet décor turns everyday pet photos into home display pieces.

The customer survey found that 73% of respondents typically purchase custom pet products “just because I saw something perfect,” rather than because of a birthday, memorial, holiday, or other planned occasion.

“

Pet parents don't buy on a calendar. They buy when something catches them.”

*Emilia Bieniek, Brand
Manager at TCG*

The finding suggests that discovery plays a significant role in how these customers approach personalized pet décor. Occasion-based motivations, including milestones, memorials and seasonal gifting, represented 27% of

responses combined.

The research was released ahead of National Dog Day on August 26. While pet-related calendar events can provide a reason to consider a purchase, the survey indicates that respondents were more commonly motivated by encountering a product or design that felt personally relevant.

The Pet Décor Report 2026 also found that 59% of respondents would rather receive a custom gift featuring their pet than a luxury item for themselves. Eleven percent disagreed.

Pet imagery is also being incorporated into everyday home interiors. When respondents were asked where they display pet artwork and photographs, 41% selected the living room, making it the most common location. Bedrooms and entryways followed at 16% each, while home offices and kitchens or open-plan areas each accounted for 14%.

Respondents did not identify with a single pet-decorating aesthetic. Half described their style as “a mix,” changing according to the room or mood, while 25% identified as maximalists who prefer more pet photographs and décor throughout the home. Fourteen percent described themselves as minimalists.

A related article published by The Customization Group uses the phrase “pet décor maxxng” to describe this multi-piece approach: incorporating pet imagery across different rooms, formats and everyday objects rather than limiting it to a single commemorative item.

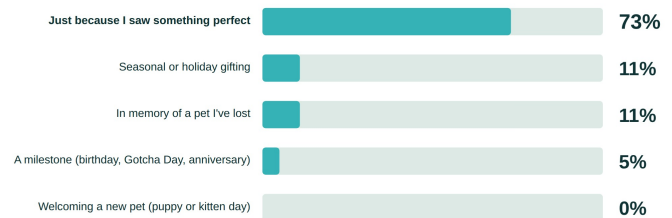
The survey also examined what customers prioritize when selecting personalized products. Unique artistic design ranked first at 36%, narrowly ahead of price at 34%. Durability and material quality followed at 18%, trust and customer reviews at 9%, and delivery speed at 2%.

The findings suggest that, among the customers surveyed, personalized pet products are being evaluated as elements of home décor as well as conventional gifts. Products such as [custom pet portraits](#), canvas prints, blankets, pillows and other personalized formats allow pet photographs to become part of the visual character of the home.

The CANVASDISCOUNT Pet Survey collected 44 responses from U.S. customers in July 2026. Respondents skewed older: 61% were aged 55 or above, 25% were aged 45–54, 11% were aged 35–44 and 2% were aged 18–24. The findings should therefore be interpreted as customer insight rather than as a nationally representative measure of U.S. pet owners.

CANVASDISCOUNT PET PARENT SURVEY · 2026

“What usually gets you to **buy** something custom for your pet?”

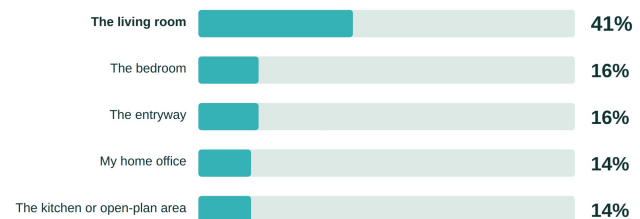


Source: CANVASDISCOUNT.com

73% of surveyed CANVASDISCOUNT customers said they typically buy custom pet products ‘just because I saw something perfect.

CANVASDISCOUNT PET PARENT SURVEY · 2026

“Where do most of your pet art and photos **live**?”



Source: CANVASDISCOUNT.com

The living room was the most common place respondents displayed pet artwork and photos, selected by 41% of those surveyed.

Emilia Bieniek
The Customization Group
[email us here](#)

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