Importance of Pets in Belgium

Pet survey conducted by iVOX in April 2022



New pets since March 2021

of Belgians welcomed a new pet in the past year

6 % increase year-on-year



of households this was their first pet

Pet ownership in Belgium

57% of Belgian households have one or more pets

this is a 5% increase compared to last year



have one or more cats

28% have one or more dogs this is a 4% increase compared to last year

Pets at the office

IN C

pet owners is allowed to bring their pet to the office

%

pet owners bring their pets to the office



Pet Tood



69%

of pet owners said they would stick to the pet food they buy at the moment if prices were to rise as a result of the conflict in Ukraine

19%

would look for a cheaper alternative