



PAWS & PERCEPTIONS:

How Pet Lovers Think in 2025

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About **TGM APAC Pet Care Report 2025**

TGM Research has conducted a fascinating pet care survey across 6 countries in APAC, exploring the intriguing world of pet care behavior.

6
countries studied

6,207
consumers asked

	Schedule:	23 September - 06 October 2025
	Sample:	A representative sample of N = 6,207 participants in APAC & N = 1,037 in Thailand, age: 18-65 Pet Owners: N= 3,726 participants in APAC & N = 769 in Thailand
	Methodology:	Internet interviews (CAWI), research project was entirely conducted by TGM Research





THE HUMANIZATION OF PETS

The trend is growing stronger



The Pet Boom in APAC:

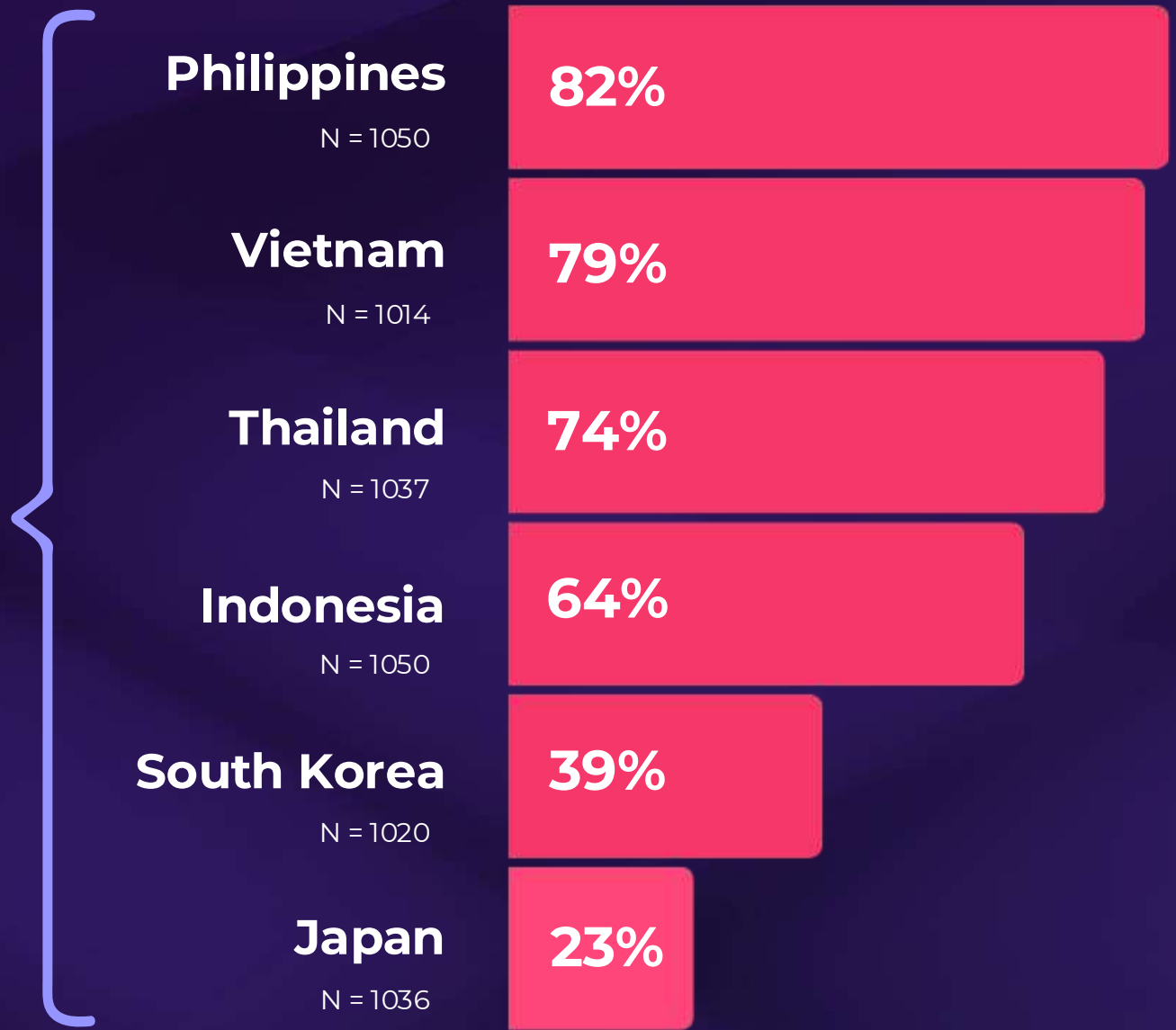
Pet ownership is part of a regional culture

APAC



60%
of respondents in APAC
are pet owners

Q4. Do you currently have any pet(s)? - APAC N = 6207

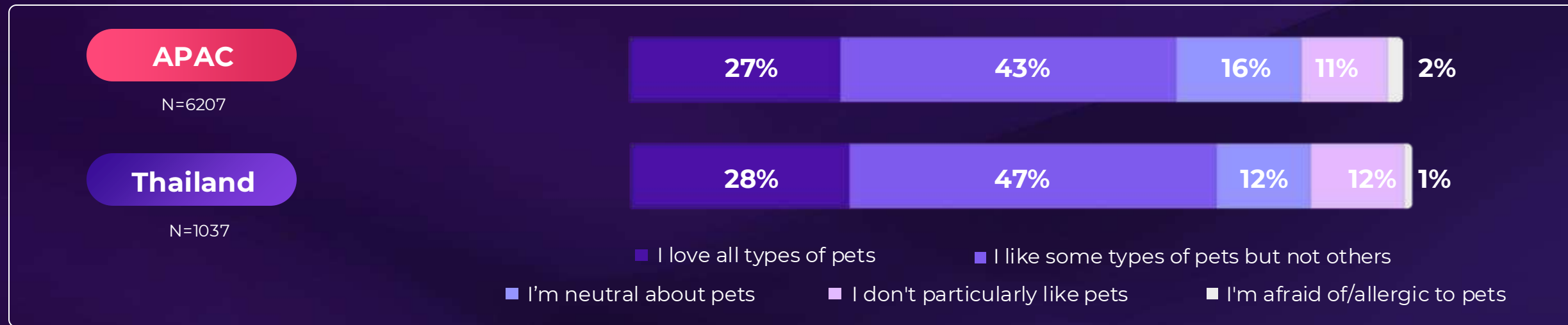


7X% of Thai pet owners are aged between **25 and 34**

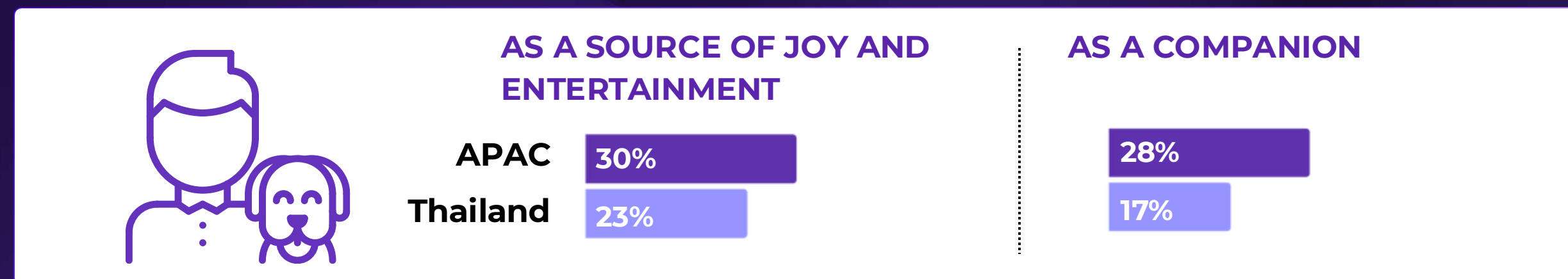
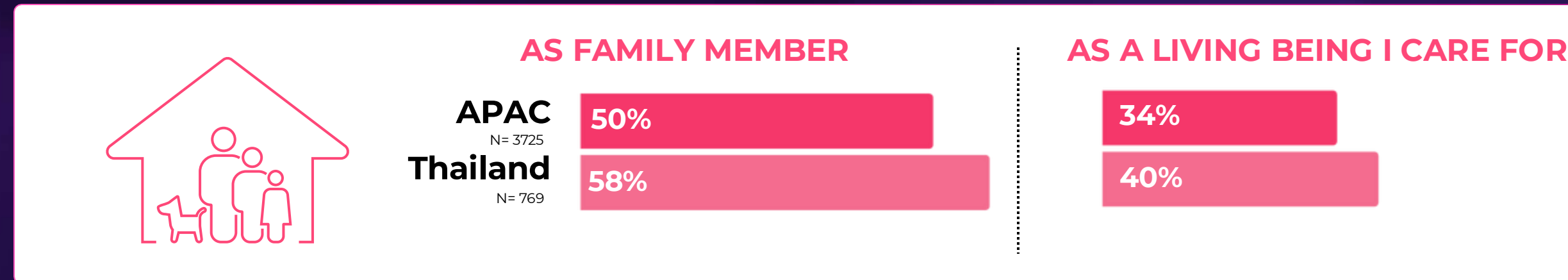


Pets as Family: The Changing Role of Pets

What is your attitude towards pets?



How do you think of your pets? (Top 4)



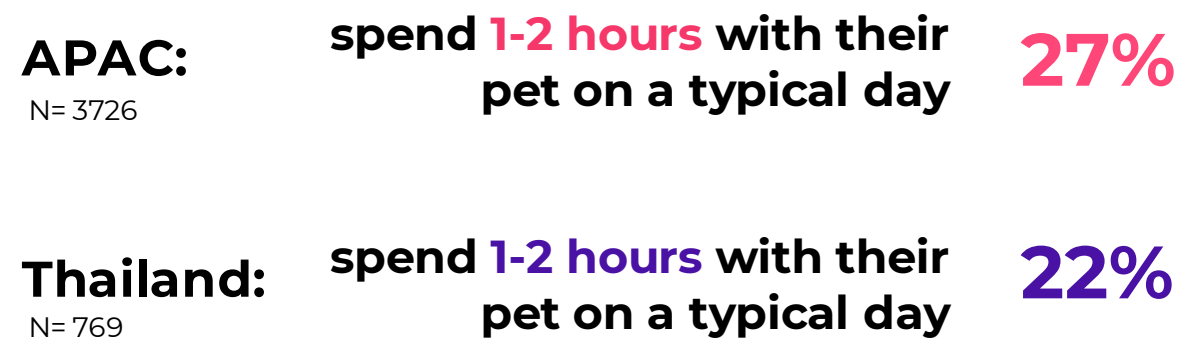
58%

of Thai think of their pets as family members



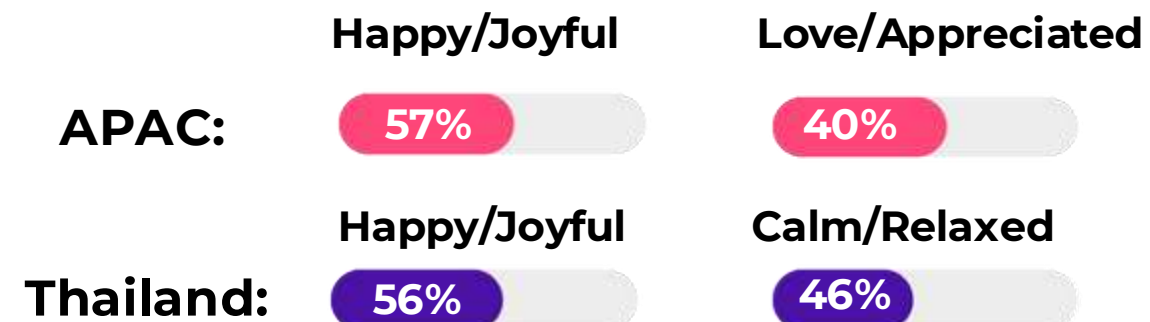
Inside the Pet-Owner Relationship: Emotional Benefits and Bonding

Time spent daily with pets



Q30. How much time do you spend with your pet(s) on a typical day?

Top 2 emotional impacts of Pets on their owners



Q52. 'What emotions does your pet most often make you feel?' - Summary Table

What have been the greatest benefits of having a pet?

47% Emotional support/
stress relief

APAC

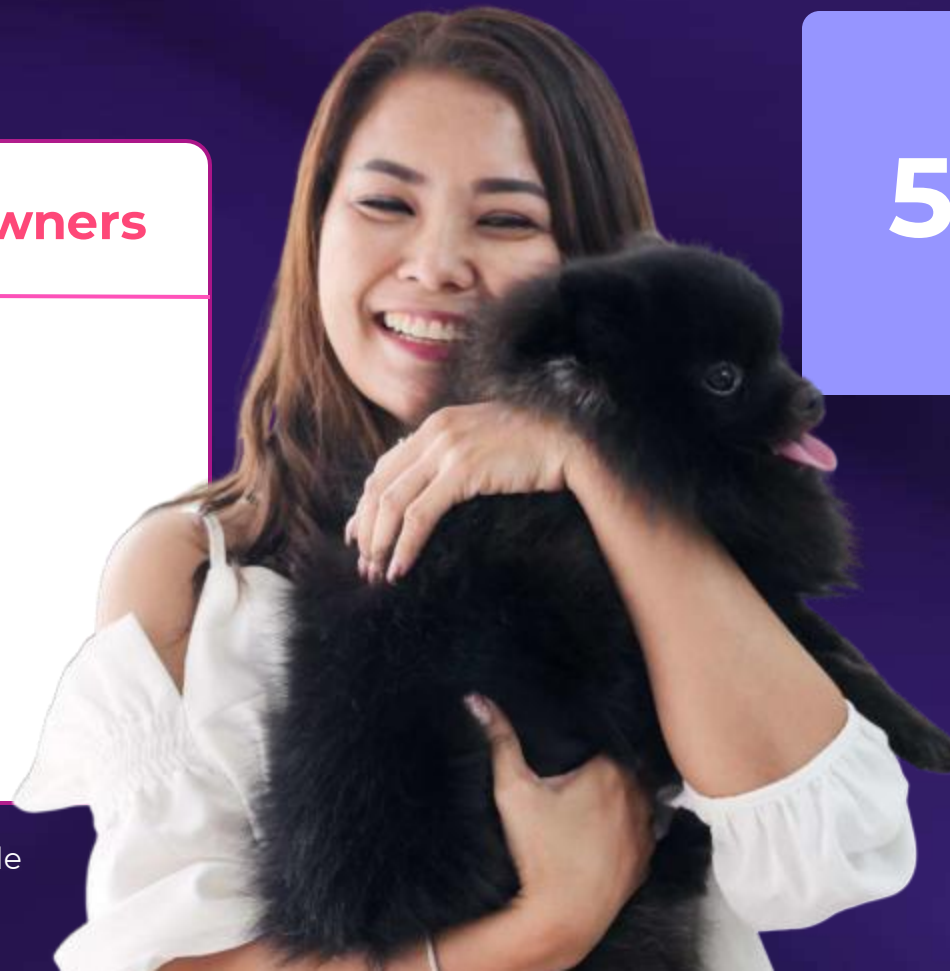
N= 3726

50% Companionship/
reduced loneliness



N= 769

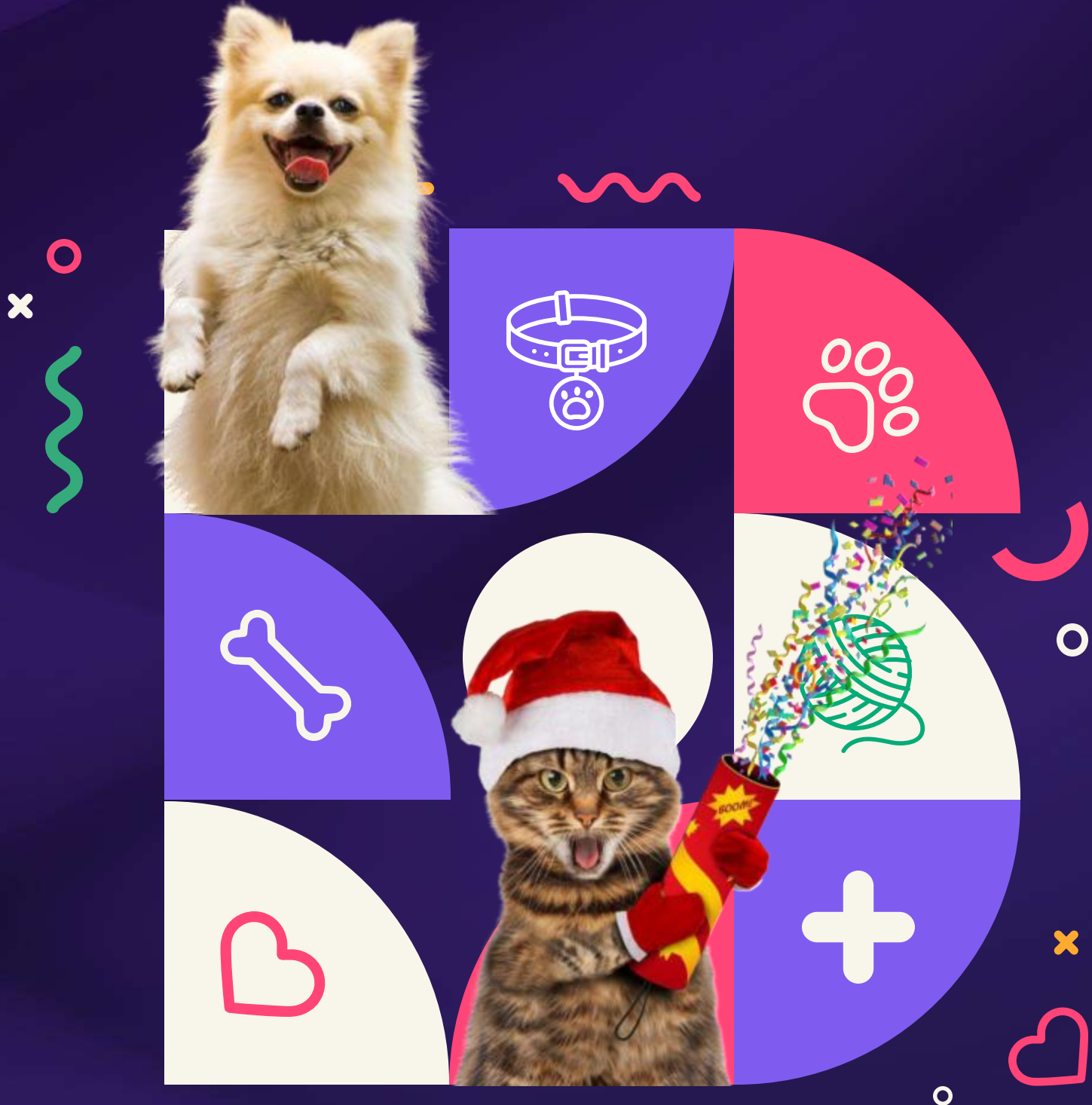
Q53. What have been the greatest benefits of having a pet?





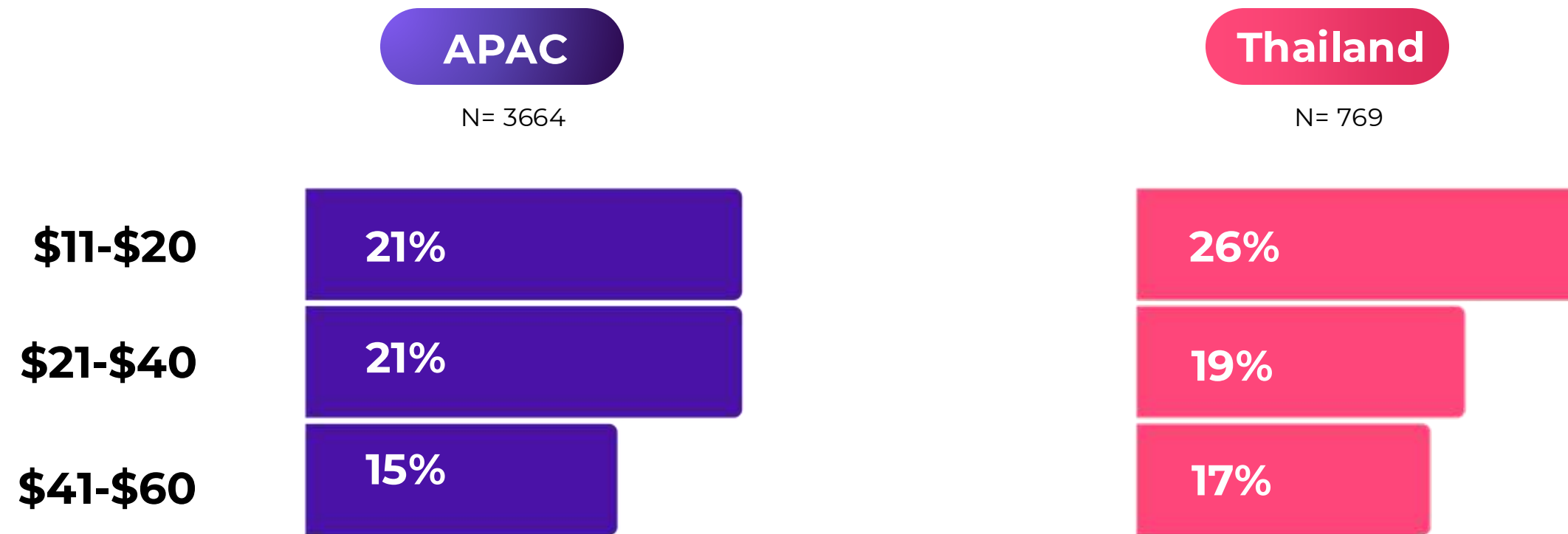
HOLISTIC CARE FOR PAMPERED PETS

Understanding Shopping Habits



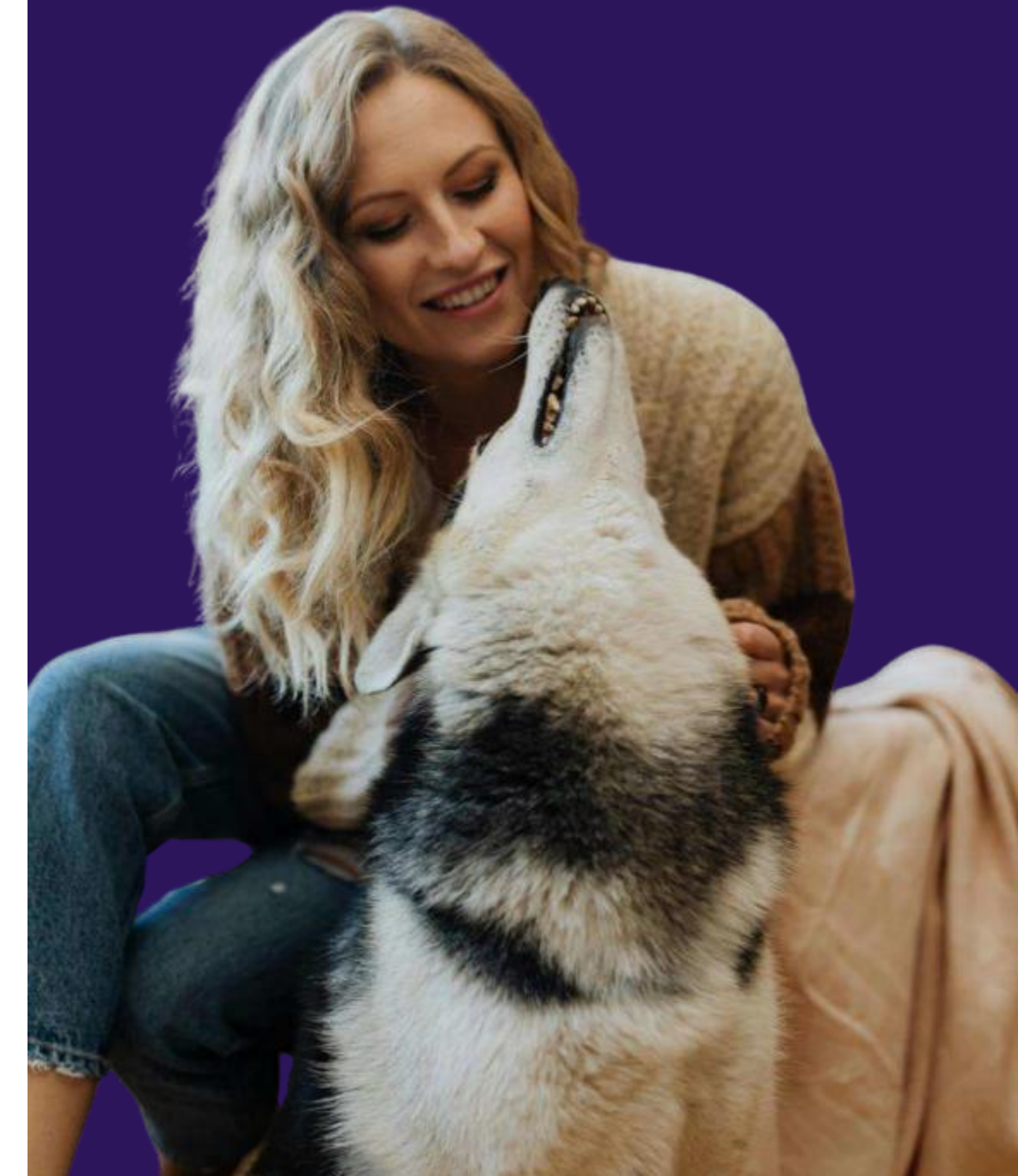
Rising Investments: Pet Parents are Spending More

What is the average amount you spend per month on pet products/services? (Top 3)



Q34. What is the average amount you spend per month on pet products/services?

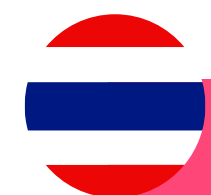
ZZZ



Trends in Pet Product Shopping:

How often do pet parents shop for their pets?

APAC

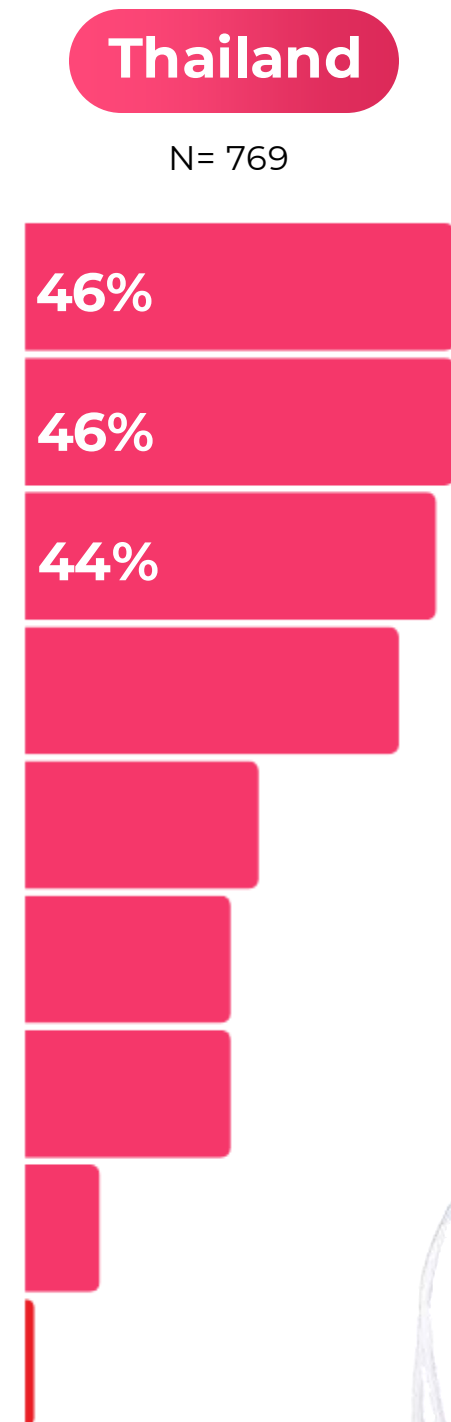
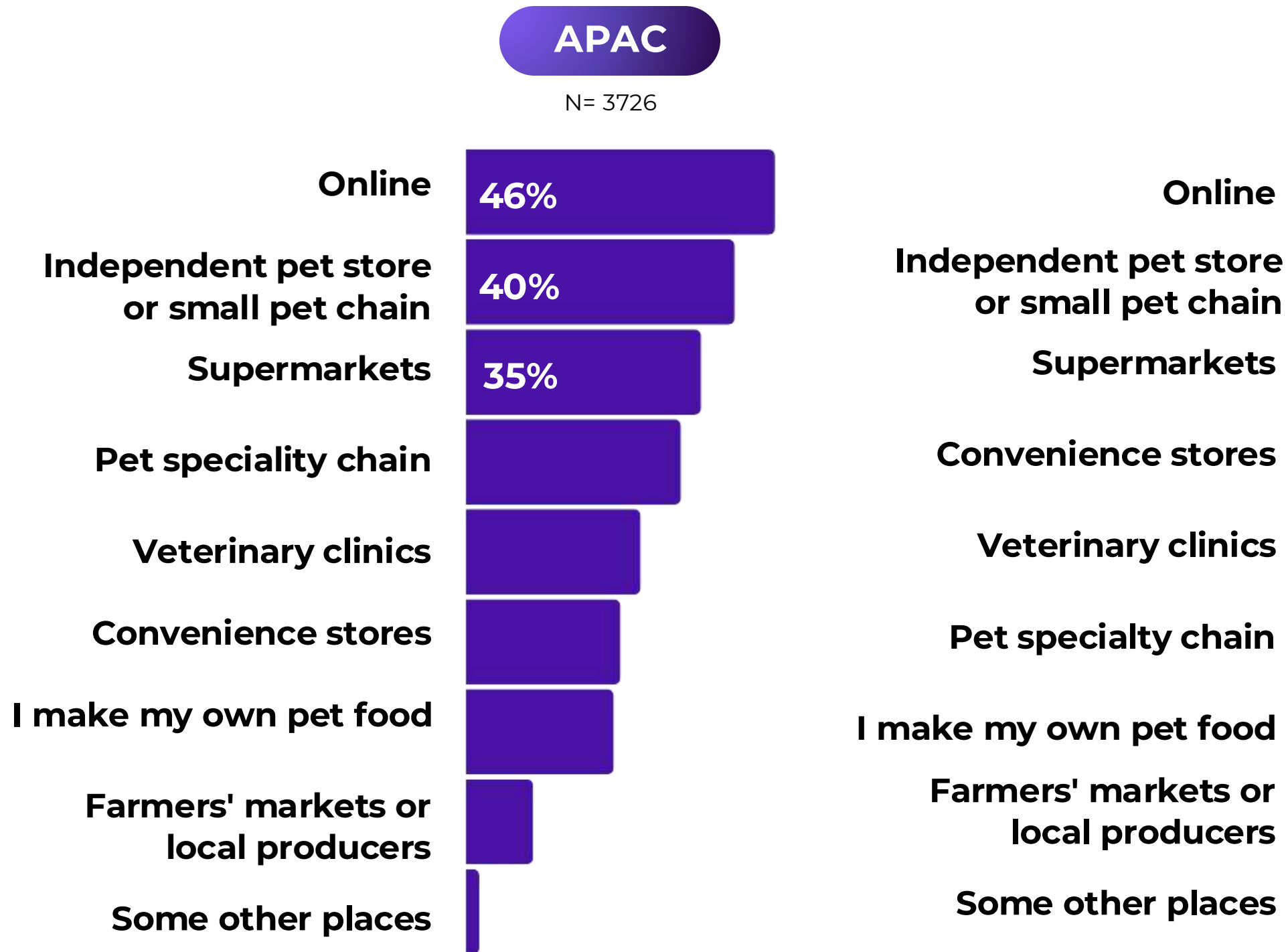




Thai pet owners spend more monthly on food, grooming, and accessories than the APAC average.



Pet Shopping Channel:

Places of Pet Food and Supply Purchases



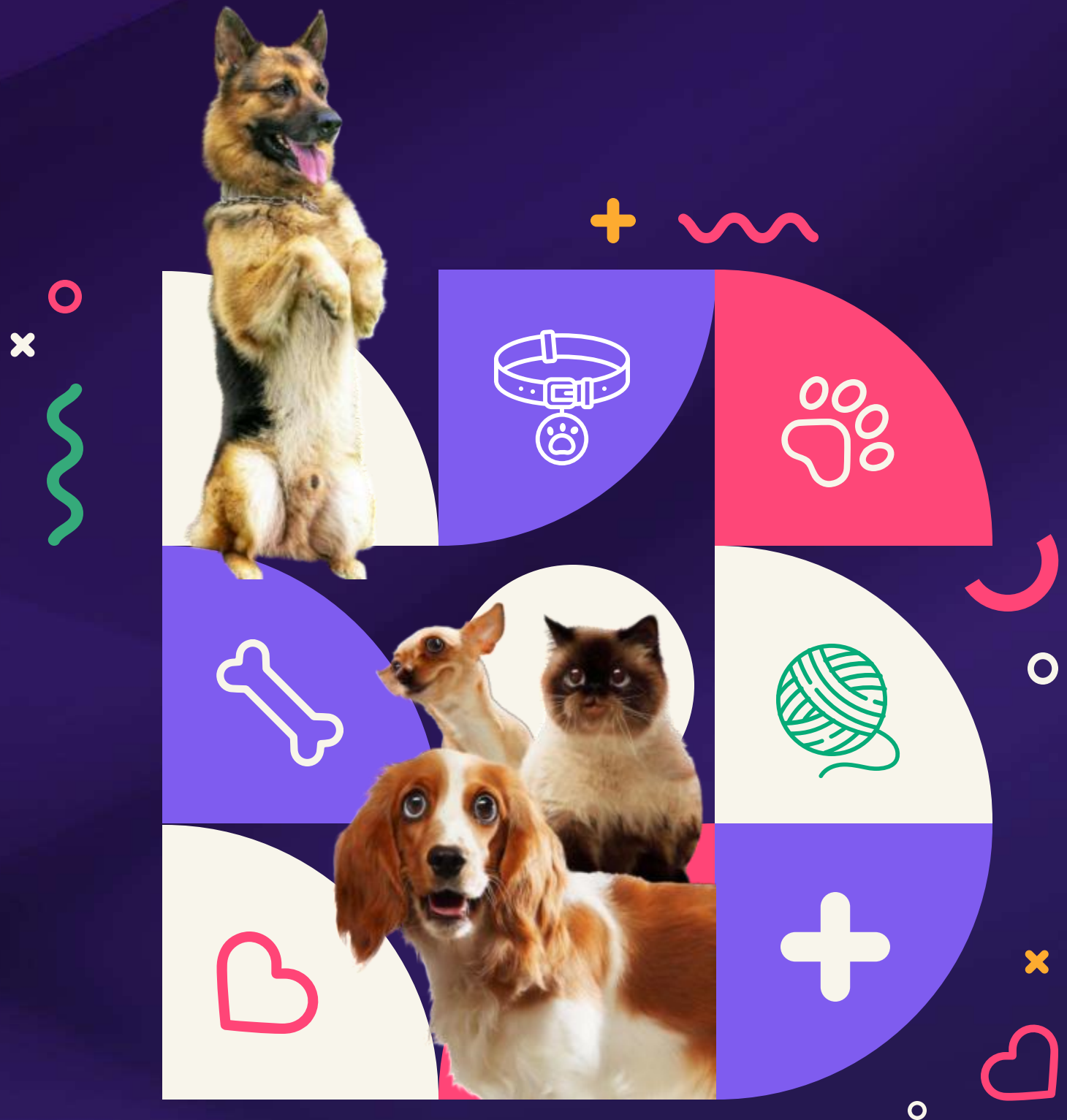
Q36 Where do you usually purchase pet food or pet supplies?





WHAT'S NEXT FOR APAC?

Fresh Trends Across the Region



Pet Wellness on the Rise

Top Healthcare Services Used in the Last Year

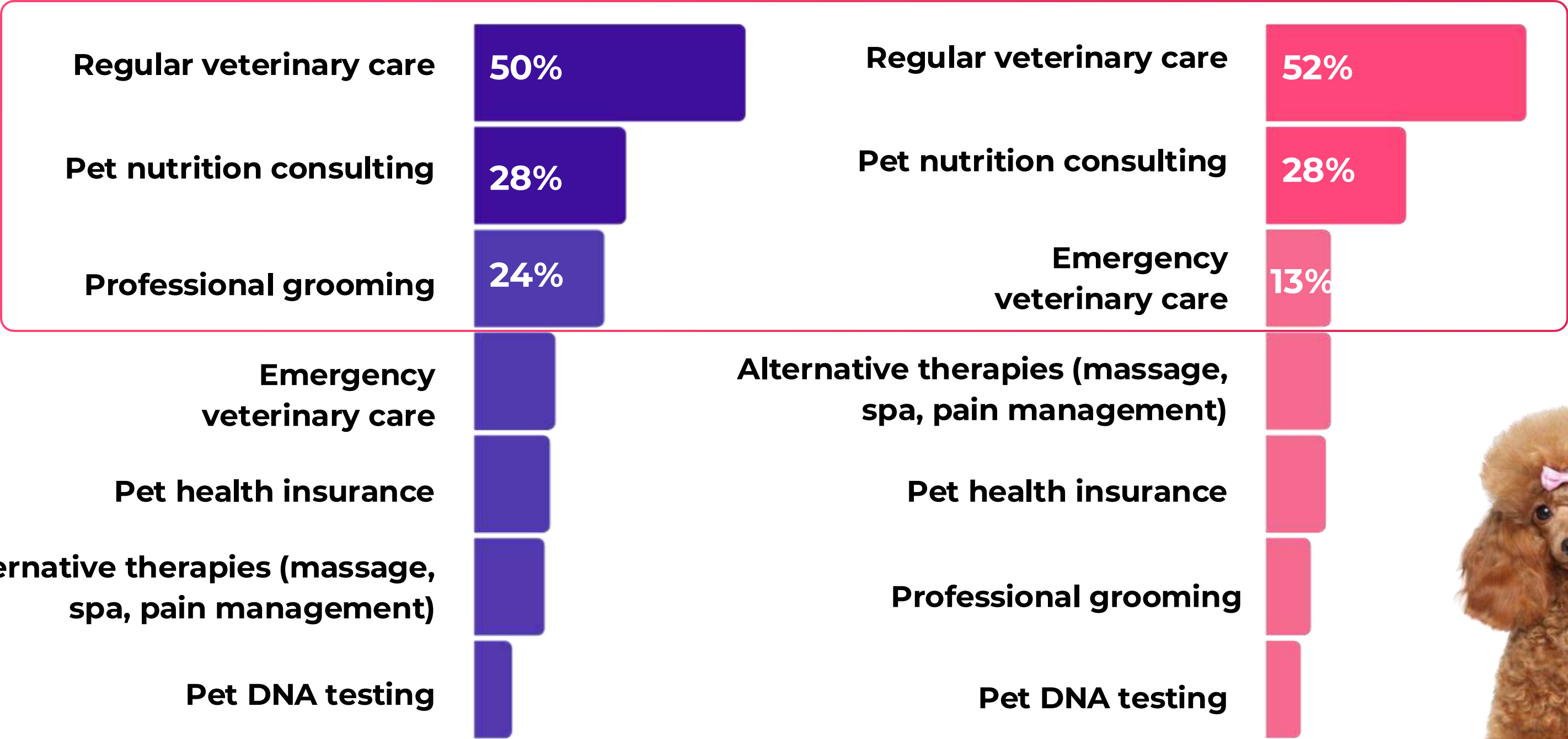


APAC

N= 3726

Thailand

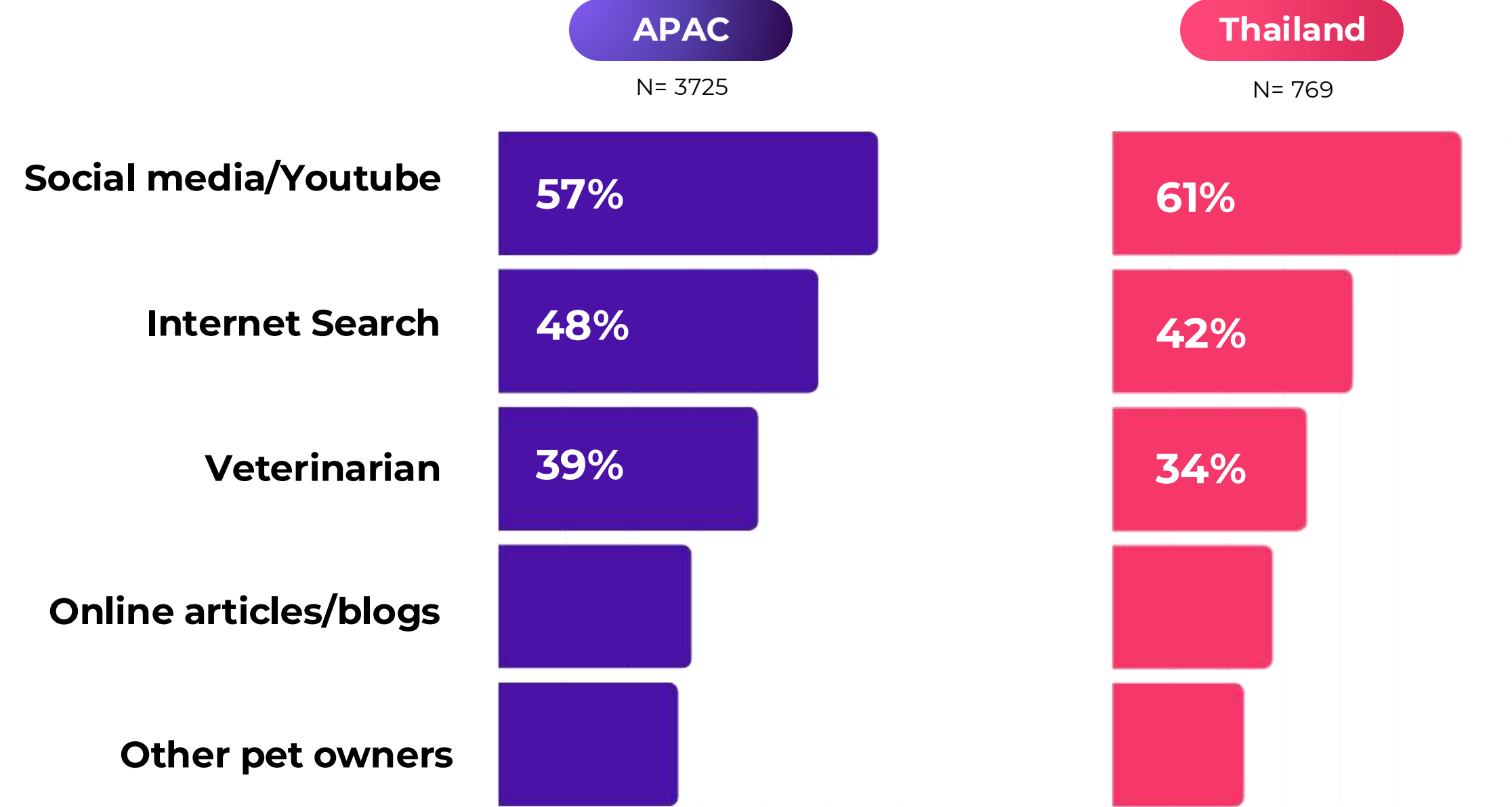
N= 769



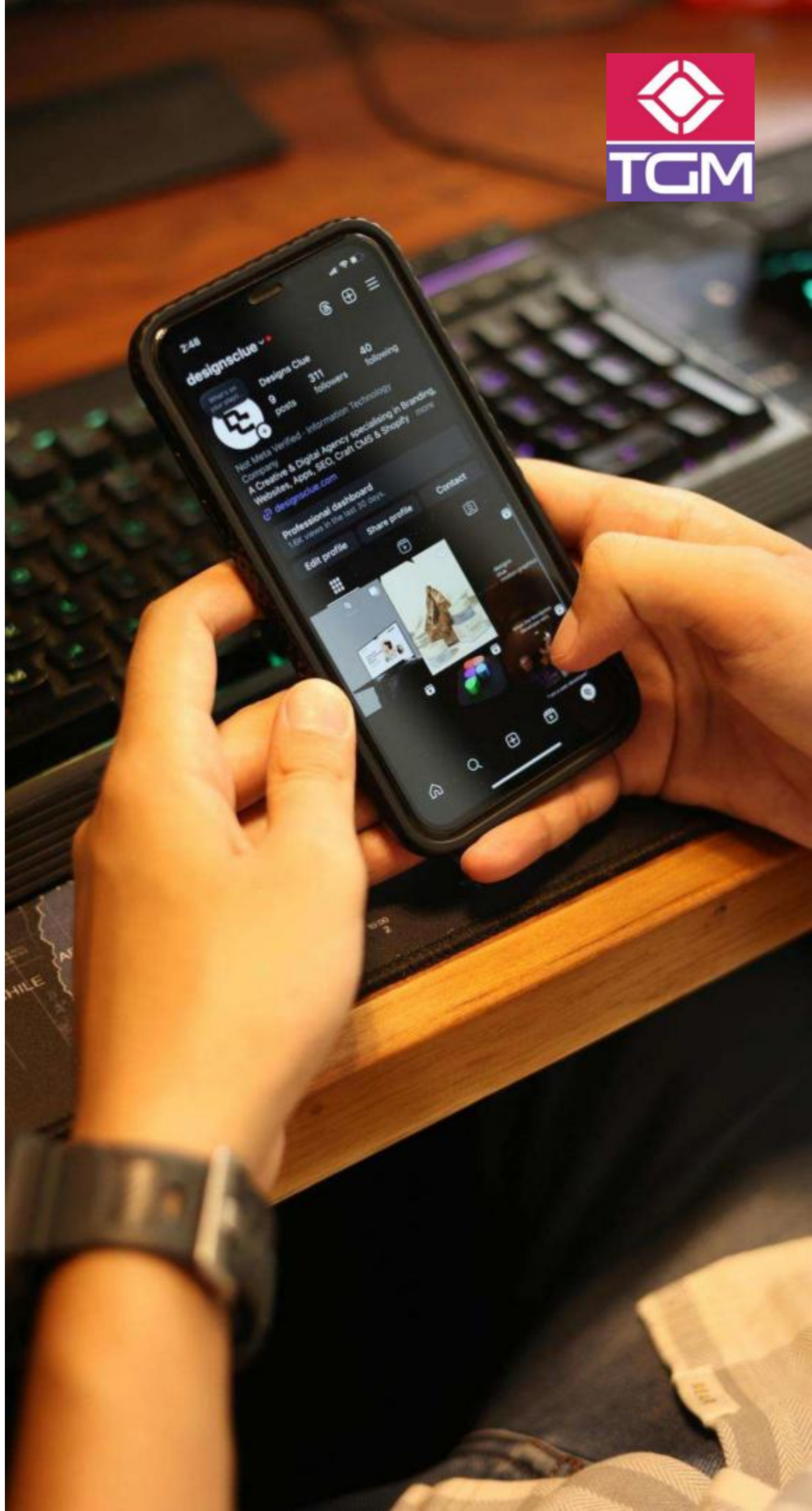
Q47. Which cat or dog-related healthcare and wellness services have you used in the past 12 months?

Best Practices for Learning About Pet Care

Pet Owners' Go-To Sources for Pet Care Knowledge



Q69 What source of information do you use to learn about best care for your pet?





TGM Research (TGM) is a technology-driven market research company specialising in global online data collection and innovative survey technology.

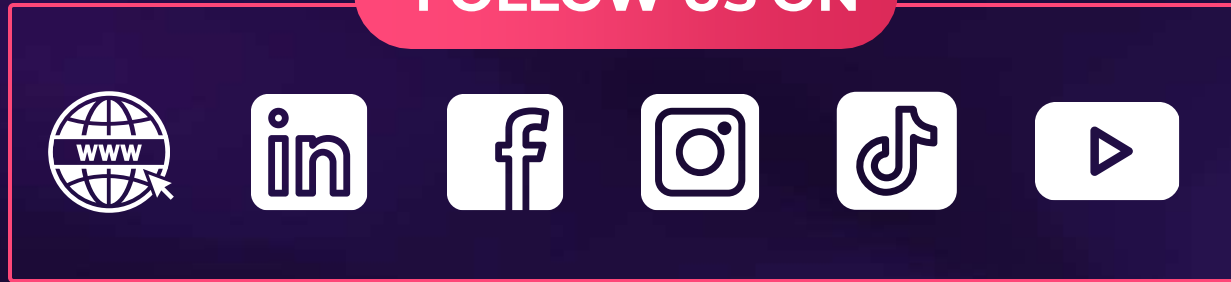
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