

## You have questions. We have the answers. Uncover with tailored market research.

PETS International has joined forces with Yummypets to give you direct access to a global community of pet parents and their insights.



### Market research solution

Customise and capture pet parent insights seamlessly to help drive your business decisions.

Using its research and engagement platform Explorer, Yummypets provides a gateway between pet parents and the pet industry.

Founded in 2012, Yummypets today connects with more than 1.3 million pet parents around the world.



### Country report Pet parent insights

Harness consumer insights tailored to your research goals.

Your Country Report provides you with customized cat or dog parent insights from a country of your choosing.

You choose the market and pet type, we capture and deliver the data.

### Recent studies



Sustainability in pet food industry  
(PETS International)



YMP Pet Food Study France



## We connect. We talk. We pet care.

Yummypets Explorer is on a journey. We've set out to redefine the pet care landscape through an engaged and collaborative discussion with Yummypets' **1.3 million pet owners** from over **40 countries** around the world.





## How it works ?

Enter the global pet parent community and pave the way for customized pet parent insights.

### MARKET RESEARCH SOLUTION

DEFINE TOPIC

FORMULATE QUESTIONS

DATA CAPTURE

RESULTS DELIVERY

#### STEP 1: Define topic

- Determine demographics and targeting options (e.g. cat parents in Spain)
- Provide introductory and concluding texts for survey participants

#### STEP 2: Formulate questions

- Draft 10 questions\* you want to ask your target market
- Max. 6 minutes

#### STEP 3: Data capture

- Yummypets collects and collates pet parent insights

#### STEP 4: Results delivery

- Presentation of raw data (csv.)
- Simplified results report (ppt, pdf)



\*Max 10 questions permitted with 1 follow-up question. Survey includes additional 5x qualifying questions pre-defined by PETS International and Yummypets (i.e. gender, sex, pet type, etc). Question formats accepted include nominal, Likert scale, ordinal, and yes/no. Survey must take no more than 6 minutes to complete.

Choose your audience from one of the countries listed below:

Belgium  
Canada  
France  
Germany  
Italy  
Spain  
Switzerland  
United Kingdom  
United States of America

Cat or Dog parents



### Pricing

Country Report  
Pet Parent Insights  
€3000

### Contact

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*Yummypets*