

Yummypets

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.



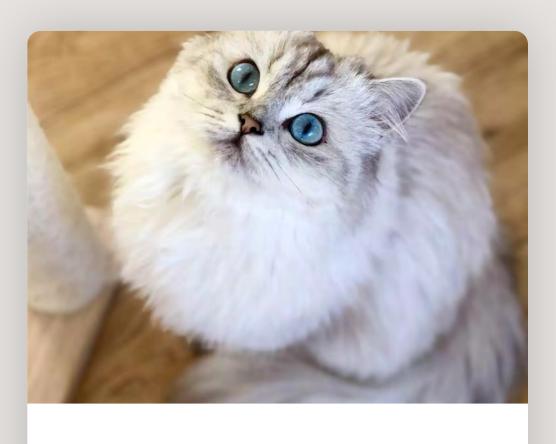
Country report Pet parent insights

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

1 month

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

Corine van Winden
CEO PETS International
corine@pets.nl

