

12 FEBRUARY 2024

PUPPY LOVE! ONE IN TEN PET OWNERS WILL BE GIVING THEIR PET A VALENTINE'S CARD BUT NOT THEIR PARTNER, ACCORDING TO RESEARCH FROM M&S PET INSURANCE

Four in ten (41 per cent) dog and cat owners will be sending their pet a Valentine's Day card this year, with 43 per cent treating their four-legged friend to a gift.

A further one in ten (nine per cent), of those surveyed by [M&S Pet Insurance](#), say they will be prioritising puppy love, as they admit they will be sending a card to their pet, but not their partner.

Nearly a fifth (18 per cent) buy a Valentine's Day card for their pet every year, without fail, with a third (34 per cent) saying that they include their pet in every family celebration, including birthdays and Christmas.

Pooches will be most pampered on 14 February with owners spending an average of £57 on a gift, while cat owners will be spending an average of £53.

An edible treat (46 per cent), a play toy (45 per cent), a new blanket (30 per cent), a special meal (30 per cent) and a new bed (22 per cent) are the top treats for our four-legged friends this Valentine's Day.

More than one in six (18 per cent) will be enjoying an extra-long walk, while 17 per cent will be treated to a pamper at a groomer or at home (16 per cent).

15 per cent of pet owners will be giving their pet a special picture frame to proudly display a picture of them and their four-legged friend.

Owners have a lot of pictures to choose from as over a quarter (28 per cent) say they have more pics of their pet on their phone, than their friends and family members.

With six in ten (60 per cent) saying that seeing their pet happy makes them happy, it's no surprise that a further 60 per cent say that their pet has a positive impact on their wellbeing.

Over half (55 per cent) look forward to seeing their four-legged friend every day, with 50 per cent revealing that stroking and cuddling their furry friend is a highlight of their day.

Nearly four in ten (39 per cent) tell their pet they love them every day, with 37 per cent saying they feel their pet understands them.

Neil Rogers, M&S Pet Insurance, said: "It's great to see that many of us will be showing our beloved pets just how important they are, with a special Valentine's Day treat.

"Having a happy, healthy pet is a top priority for every pet owner, but coping with an unexpected veterinary bill can be difficult.

M&S BANK

“Taking out insurance – and selecting a policy that’s right for you and your pet – can provide peace of mind for pet owners, and help to take away the worry of covering unexpected vet’s fees.”

However, nearly a third (32 percent) of pet owners admit they don’t have pet insurance, while an eighth (12 percent) say they have it for some, but not all, of their pets.

Feeling that it is too expensive (53 percent) and not thinking it is worth the money (27 percent) are the main reasons for not taking it out.

16 percent simply don’t feel they need to buy insurance, with six percent saying they don’t have time to arrange it.

When asked, nearly half (48 percent) say they have had to pay out unexpectedly for their pet, with owners spending an average of £419.

TOP TEN PET TREATS THIS VALENTINE’S DAY:

- Edible treat – 46%
- Play toy – 45%
- New blanket – 30%
- Special meal – 30%
- New bed – 22%
- Extra long walk – 18%
- Grooming trip – 17%
- At home pamper session – 16%
- A picture frame for a picture of owner and pet – 15%
- New outfit – 15%

ENDS

Notes to Editors:

Research of 1,000 pet owners was commissioned by M&S Pet Insurance and was conducted by Perspectus Global in January 2024.

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About M&S Bank

M&S Bank (the trading name of Marks & Spencer Financial Services plc) launched in 2012 on the foundations of M&S Money, which was established in 1985 as the financial services division of Marks and Spencer plc. In November 2004, HSBC bought 100 per cent of the share capital of Marks and Spencer Retail Financial Services Holdings Limited.

Today, M&S Bank operates as a joint venture arrangement between HSBC and Marks & Spencer, however, M&S Bank has its own banking licence and its own Board.

M&S BANK

M&S Bank offers a broad range of financial products, including the M&S Credit Card, and a range of loans, savings and general insurance products, while its travel money service offers one of the widest ranges of currencies available on the high street.

HSBC UK

HSBC UK serves over 14.75 million customers across the UK, supported by 24,000 colleagues. HSBC UK offers a complete range of retail banking and wealth management to personal and private banking customers, as well as commercial banking for small to medium businesses and large corporates. HSBC UK is a ring fenced bank and wholly owned subsidiary of HSBC Holdings plc.