

A woman with blonde hair, wearing a white and pink striped sweater, is sitting on a grey couch. She is smiling and petting a brown and black dachshund dog. The dog is looking towards the camera. In the background, there is a window with a view of autumn foliage. A large green circular graphic is overlaid on the right side of the image, containing the Kynetec logo and the title of the report.

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**The EVOLUTION and  
IMPACT of the  
Cost-of-Living Crisis  
WAVE 4**

© Kynetec January 2025 | Cost- of-Living Tracker Wave 4



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**We provide Data, Analytics & Insights across the Animal Health & Nutrition sector: We solely work in the Animal Health space**

**\*Our Animal Health & Nutrition team works directly, and almost exclusively, with these audiences\***



# VETSPANEL: Kynetec's own companion animal professional panels

We are able to cover all major markets worldwide: Veterinarians, Veterinary Nurses/Techs, Practice Managers, Specialists, Key Opinion Leaders



30,000+  
Vetspanel  
members

## EMEA

- Belgium
- Czech Republic
- Denmark
- France
- Germany
- Ireland
- Italy
- Netherlands
- Poland
- Portugal
- South Africa
- Spain
- Sweden
- Turkey\*
- United Kingdom

## Americas

- Brazil
- Canada
- Colombia\*
- Mexico\*
- USA

## APAC

- Australia
- China\*
- Japan\*
- South Korea\*
- Taiwan\*

\* supported by Vetspanel partners

- 
- A photograph of a woman with blonde hair and a young child with blonde hair sitting on a grey couch. The woman is smiling and looking down at the child. The child is wearing a pink knitted sweater and is looking towards the camera. A large, semi-circular graphic with a green-to-blue gradient is overlaid on the right side of the image, partially obscuring the woman and child. The graphic contains a list of five items, each preceded by a number inside a small circle.
- 1 Introduction and methodology
  - 2 Personal impact of crisis
  - 3 Impact on veterinary business
  - 4 Impact on pet owner behaviour
  - 5 How to get access to the full reports



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# INTRODUCTION & METHODOLOGY

# 2024

## From Covid-19 to Cost of Living

### Introducing the Cost-of-Living tracker

- From 2020 to 2022 we tracked the impact of the Covid-19 pandemic to give veterinarians a chance to tell us about their experiences and to provide our animal health clients with data to help ease the load.
- 2022 brought new challenges for the veterinary industry with the impact of the pandemic sending us into the biggest Cost of Living crisis for decades.
- Our focus for 2022 and beyond will be the impact the Cost-of-Living crisis continues to have.
- We measure the new pressures that veterinarians, clinics and pet owners are under. We look at how they are coping with these pressures and start to build a picture of how the veterinary industry should adapt.
- The base veterinarian Cost of Living tracker report is available free for all to read and use. The extended veterinarian, veterinary nurse/tech & pet owner tracker reports can be purchased separately. To enquire or subscribe to the full reports please email Tanya at [tanya.michelsen@kynetec](mailto:tanya.michelsen@kynetec)



How are veterinarians, clinics and pet owners across the world responding to this cost-of-living crisis? How should the veterinary industry adapt to the cost-of-living pressures?

## The surveys objectives are to:

1

Measure the **new pressures that veterinarians, clinics and pet owners** are under during this time

2

Provide a **comprehensive view of how the veterinarian sector and industries** (nutrition, pharmaceutical, services) are **being impacted and why**

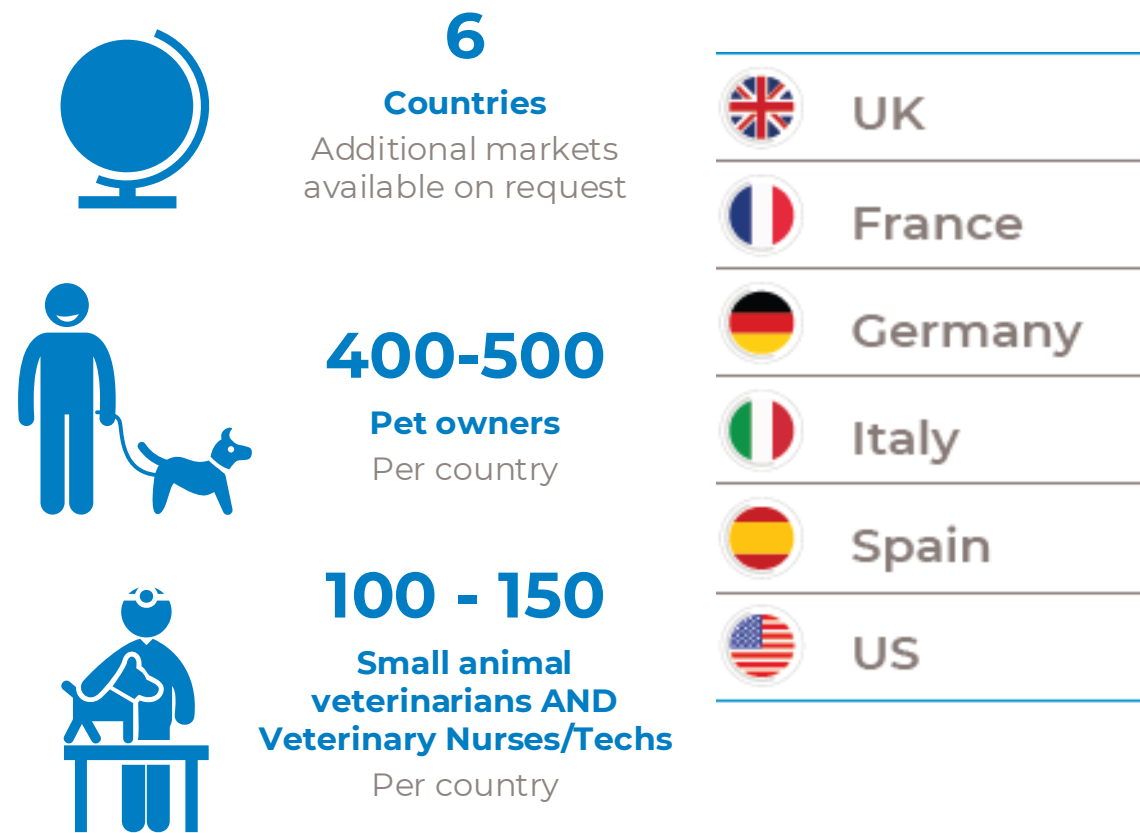
3

Build a picture of **how the impact is evolving** and how the **veterinary industry should therefore adapt**

# Overview: Cost of Living Tracker

**The cost-of-living tracker:** How are veterinarians, clinics and pet owners across the world responding to this cost-of-living crisis? How should the veterinary industry adapt to the cost-of-living pressures?

*Data collected for 3 waves since 2022.*



*Syndicated assessment of the impact on the veterinary industry of the cost-of-living crisis*



# METHODOLOGY: SAMPLE DETAIL BY COUNTRY, SINCE WAVE 1

Syndicated assessment of the impact on the veterinary industry of the cost-of-living crisis among pet owners, veterinarians and veterinary nurses/techs.

**This is the FREE core report, which includes top level insights across veterinarians from the UK, France, Spain and US. All other countries and audience insights are accessible through our Full Report (subscribe here).**

	WAVE 1: Nov – Dec 2022		WAVE 2: May – June 2023		WAVE 3: March 2024		WAVE 4: October 2024		
Sample size	Veterinarians	Pet owners	Veterinarians	Pet owners	Veterinarians	Pet owners	Veterinarians	Vet nurses/techs	Pet owners
UK	100	400	115	409	100	400	99	100	400
France	100	400	100	416	100	431	100	99	425
Germany	100	400	101	404	100	413	98	-	399
Italy	101	400	100	433	101	438	102	-	416
Spain	100	400	100	411	100	404	100	-	402
USA	151	400	156	404	154	427	150	99	401



A 15–20-minute online survey using our proprietary Veterinary panel, Vetspanel, and our trusted partners for pet owner sample.





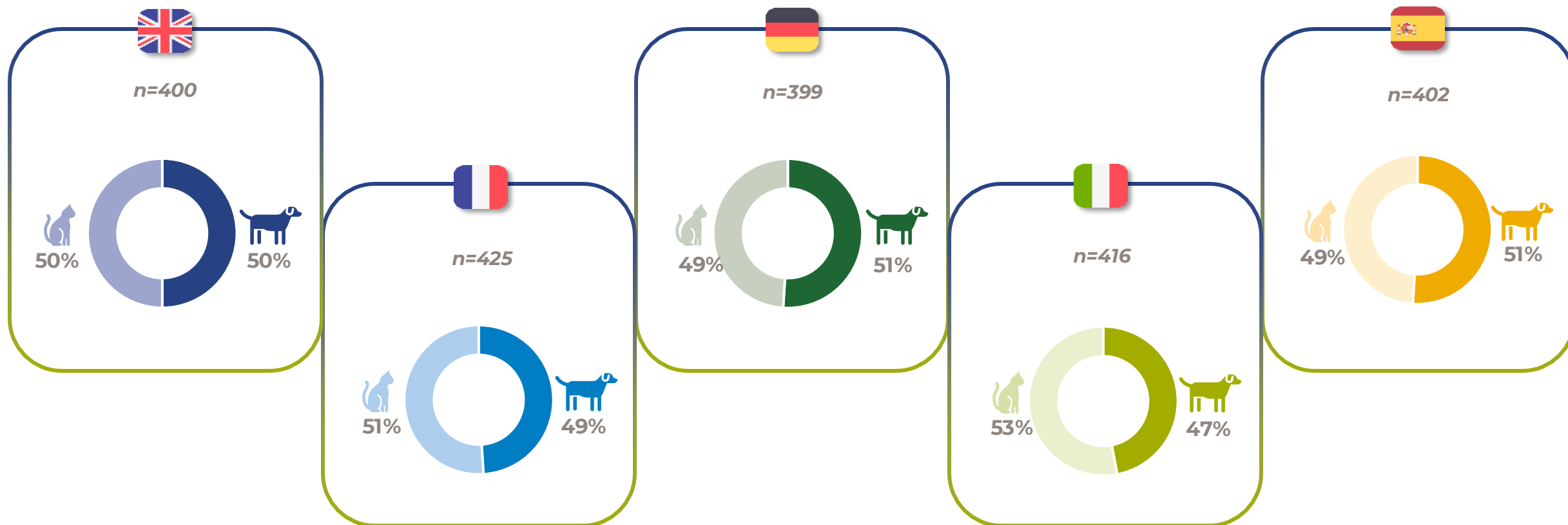
This is the FREE core report, which includes top level insights across veterinarians from the UK, France, Spain and US. All other countries and audience insights are accessible through our Full Report (subscription only).

## THE FULL REPORTS EXPLORE...

Cost of Living crisis:

1. **The Pet Owner perspective: Impact on Pet Parent choices**
2. **The Clinic Perspective:**
  - Veterinarian Perspective
  - The Vet Nurse/Tech Perspective

# PET PARENTS DEMOGRAPHICS: WAVE 4





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# KEY FINDINGS: WAVE 4



# PERSONAL IMPACT SUMMARY

1

**The rising cost of living continues to impact veterinary professionals.**

Veterinary professionals remain worried at keeping up with the cost of living, with worry levels particularly rising in UK and FR.

2

**There is some improvement in financial performance.** Revenue from products sold in practice continues to suffer, with no perceived changes since last wave. Revenue from pet nutrition is the area showing the greatest decrease overall in most markets.

3

**...But many veterinary professionals continue to struggle.** In UK and US, a greater proportion of veterinarians report they are doing worse financially versus doing better, with vet nurses/techs struggling most. Although the use of cost saving measures falls slightly in the UK, an increasing number of UK veterinarians are resorting to dipping into their savings as worry levels increase.



# VETERINARY BUSINESS IMPACT SUMMARY

1

**Veterinarians are feeling the pressure in their professional lives.** While job satisfaction remains stable overall, over half of veterinarians in the UK and US report that they are stressed in their jobs, with 3 in 5 practices currently understaffed and staff availability heavily impacted in these markets.

2

**The cost of living continues to impact product-based revenue. There is some improvement in financial performance.** Financial performance continues to recover for Spanish veterinarians as worry levels fall slightly, but they remain most worried overall.

3

**The continued relevance of cost-saving alternatives is evident in changes to clinical treatments, recommendations and routines.** Among veterinarians in the UK, France and US, there is an increase in offering cheaper medication alternatives. Offering cheaper nutrition alternatives also continues to show an increase as a cost saving measure in France and the UK. Vaccination volume is decreasing in UK, in particular.



# PET OWNER IMPACT SUMMARY

1

**Changes to veterinary care and pet food purchases are being made by at least 1 in 3 pet owners in response to financial concerns, with pet food purchases bearing the brunt...** 62% of veterinarians notice clients buying pet food online rather than in clinic as a cost-saving measure, and increasingly more pet owners in France are switching to lower cost pet food brands.

2

**When clients struggle to pay, veterinarians veer towards cheaper treatment options or payment plans.** In France and Spain, finance / payment plans are the most used strategy to support clients unable to pay for treatment, and half of French vets even resort to providing “used” medications at no cost.

3

**Pet owners also proactively seek cheaper treatment options.** In UK and US, where ~3 in 4 vets are noticing pet owners requesting cheaper treatment options, more affordable treatment / surgery alternatives are the top solutions offered by veterinarians.

This is the **FREE** core report, which includes top level insights across veterinarians from the UK, France, Spain and US. All other countries and audience insights (Incl. full pet owner perspective) are accessible through our Full Report (subscription only)



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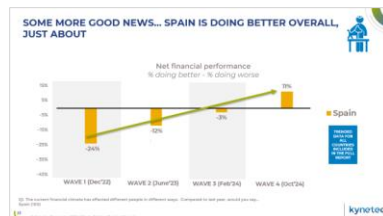
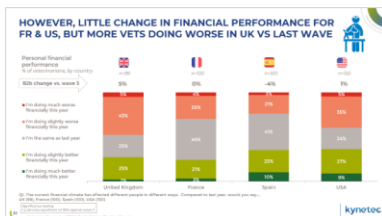
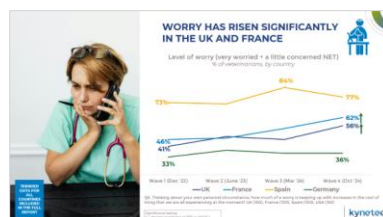
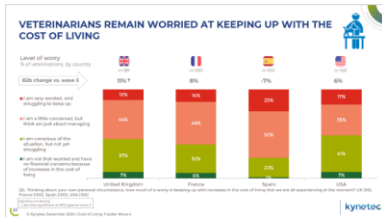
# THE VETERINARIAN PERSPECTIVE



# **PART 1: VETERINARY SENTIMENT**

# CORE VS FULL REPORT ACCESS

## THIS IS THE CORE REPORT



## FULL REPORT (SUBSCRIPTION ONLY)

- Level of **financial worry** across markets\*
- **Financial outlook** across markets\*
- Comparison of **concern** level between **veterinary nurses** and veterinarians (UK, FR)
- Comparison of **financial performance** between **veterinary nurses** and veterinarians (UK, FR)
- NET **financial performance** across markets\*

\*Markets included: UK, FR, DE, IT, ES

# VETERINARIANS REMAIN WORRIED AT KEEPING UP WITH THE COST OF LIVING



Level of worry  
% of veterinarians, by country

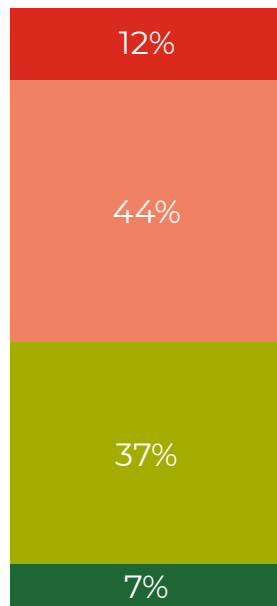
B2b change vs. wave 3

- I am very worried, and struggling to keep up
- I am a little concerned, but think am just about managing
- I am conscious of the situation, but not yet struggling
- I am not that worried and have no financial concerns because of increases in the cost of living



n=99

11%↑

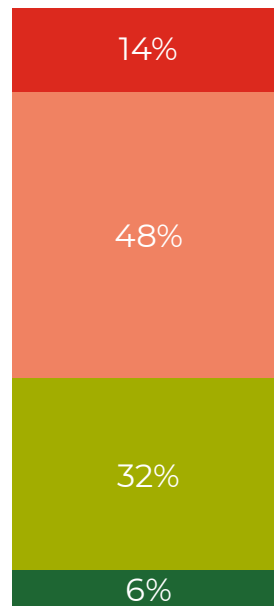


United Kingdom



n=100

8%

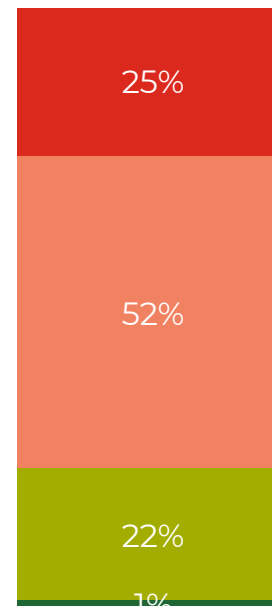


France



n=100

-7%

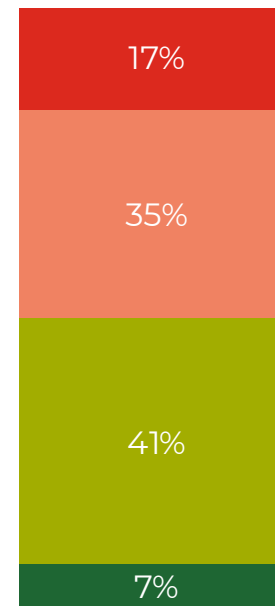


Spain



n=150

6%



USA

Q5. Thinking about your own personal circumstance, how much of a worry is keeping up with increases in the cost of living that we are all experiencing at the moment? UK (99), France (100), Spain (100), USA (150)

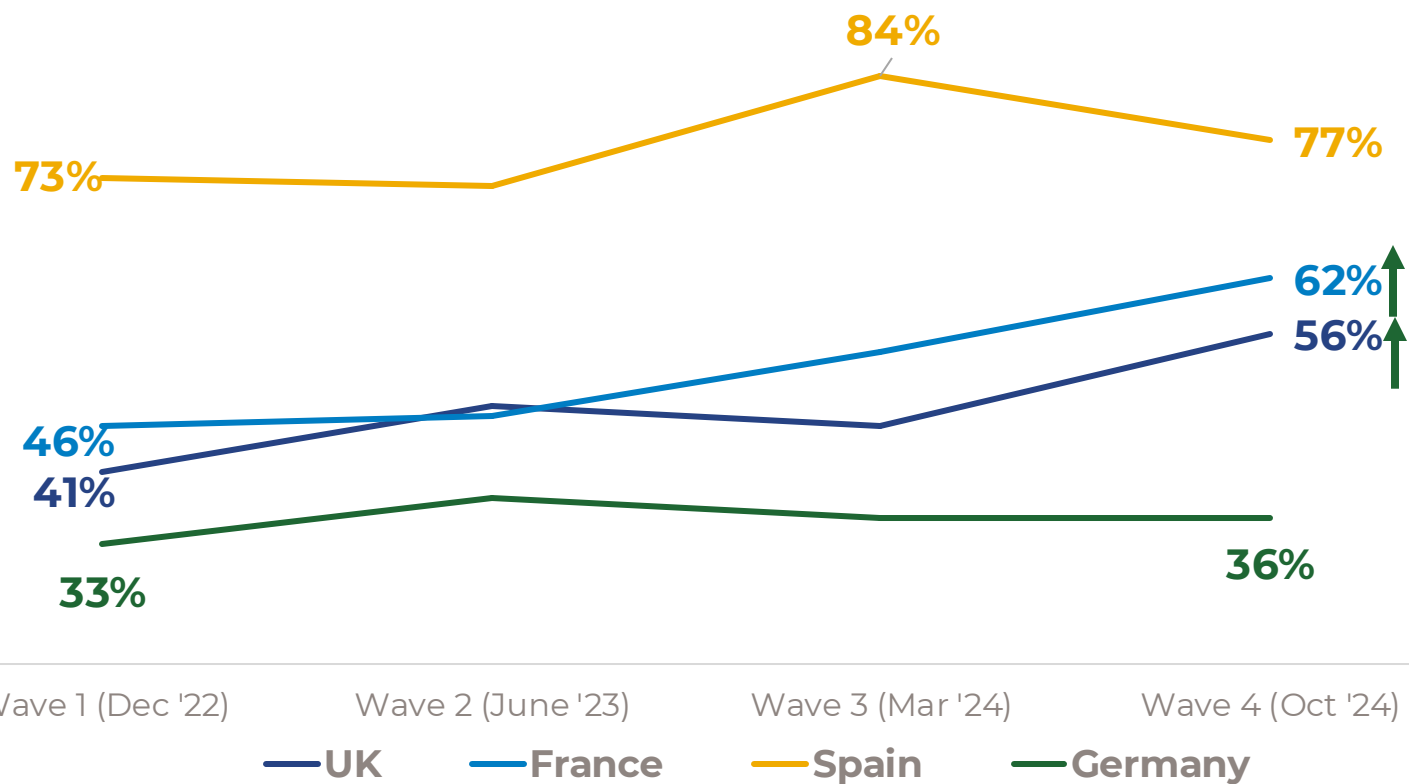
Significance testing

↑↓ denotes significant at 95% against wave 3

# WORRY HAS RISEN SIGNIFICANTLY IN THE UK AND FRANCE



Level of worry (very worried + a little concerned NET)  
% of veterinarians, by country



Q5. Thinking about your own personal circumstance, how much of a worry is keeping up with increases in the cost of living that we are all experiencing at the moment? UK (100), France (100), Spain (100), USA (150)

Significance testing  
↑ ↓ denotes significant at 95% vs WAVE 1

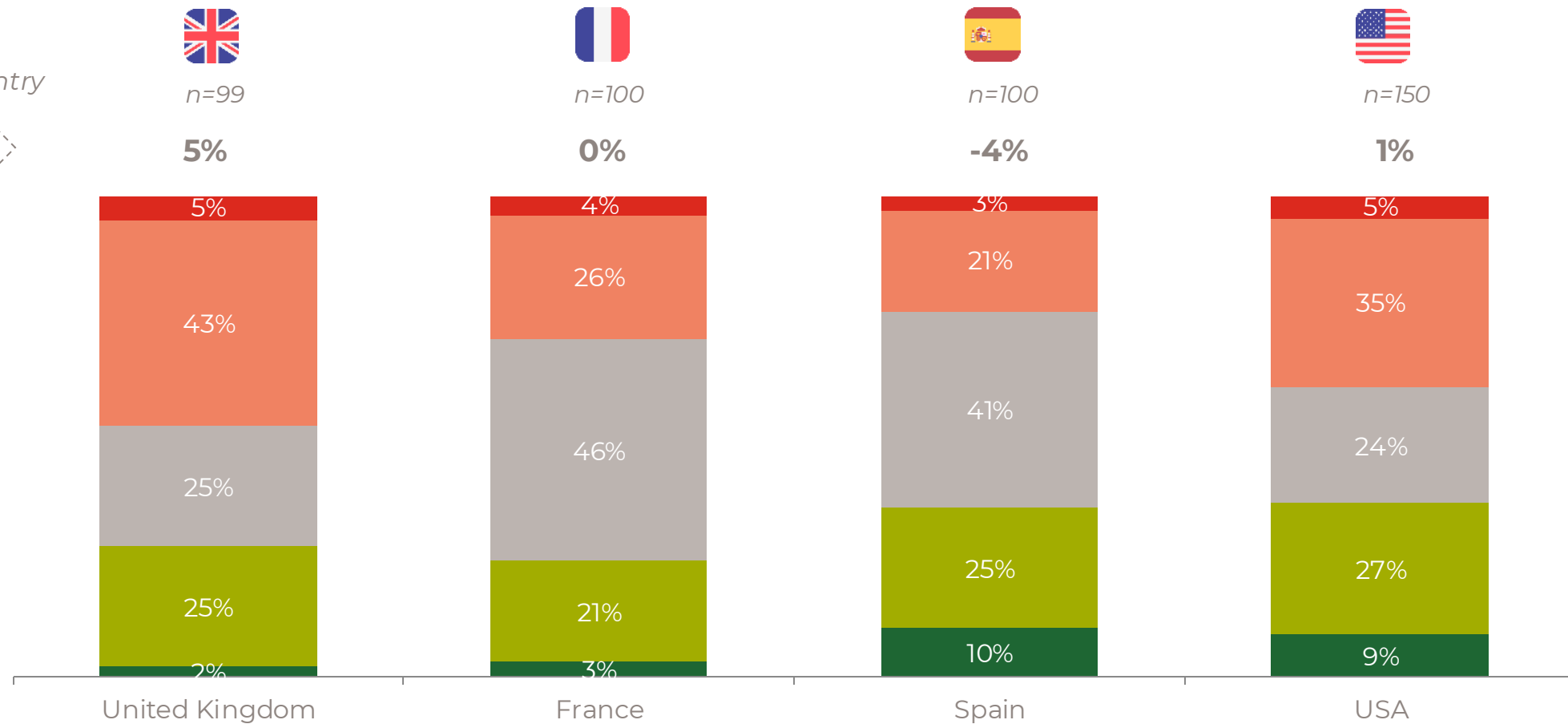
# HOWEVER, LITTLE CHANGE IN FINANCIAL PERFORMANCE FOR FR & US, BUT MORE VETS DOING WORSE IN UK VS LAST WAVE



Personal financial performance  
% of veterinarians, by country

B2b change vs. wave 3

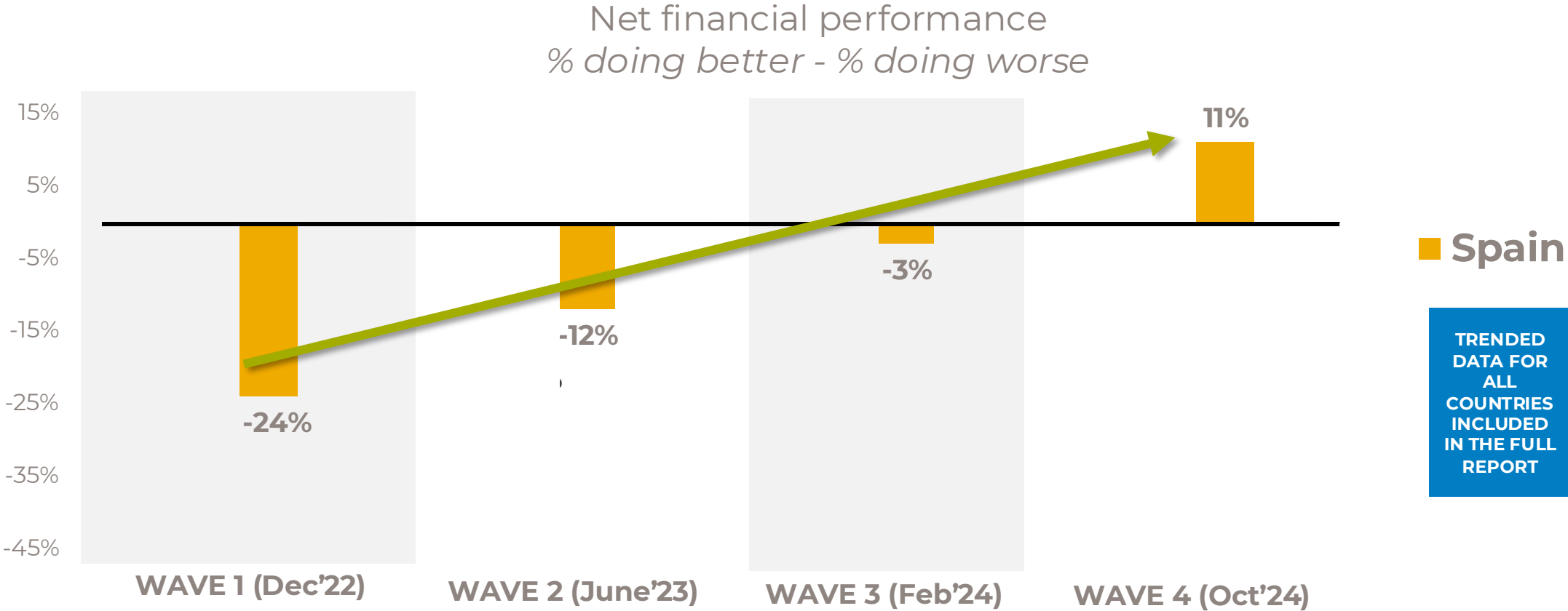
- I'm doing much worse financially this year
- I'm doing slightly worse financially this year
- I'm the same as last year
- I'm doing slightly better financially this year
- I'm doing much better financially this year



Q1. The current financial climate has affected different people in different ways. Compared to last year, would you say....  
UK (99), France (100), Spain (100), USA (150)

Significance testing  
↑ ↓ denotes significant at 95% against wave 3

# SOME MORE GOOD NEWS... SPAIN IS DOING BETTER OVERALL, JUST ABOUT



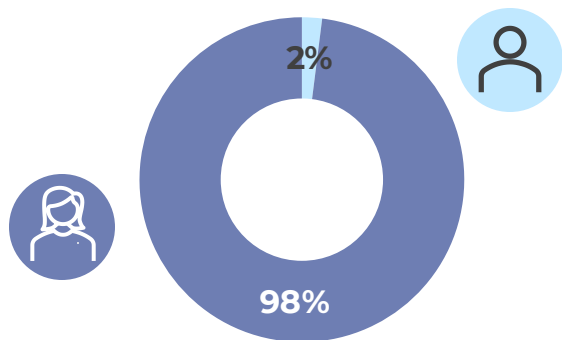
Q1. The current financial climate has affected different people in different ways. Compared to last year, would you say...  
Spain (100)



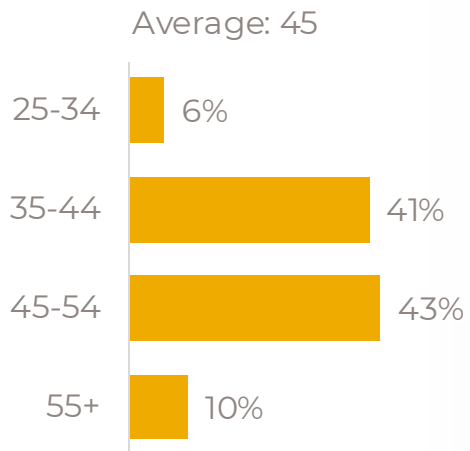
# VETERINARY NURSE PROFILE



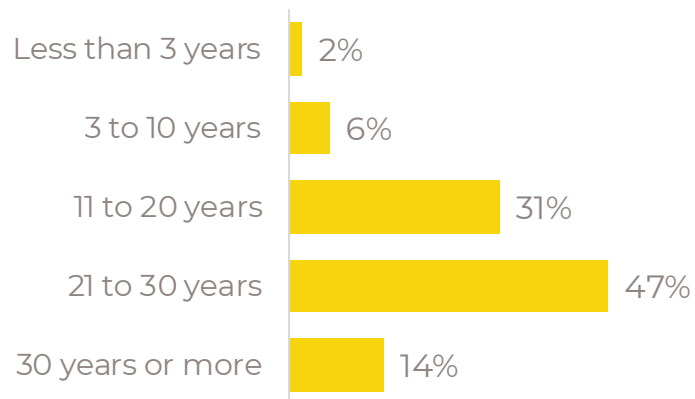
## Gender



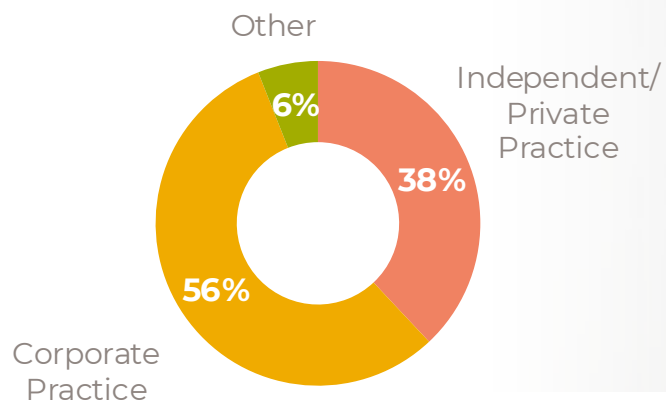
## Age



## Years of experience



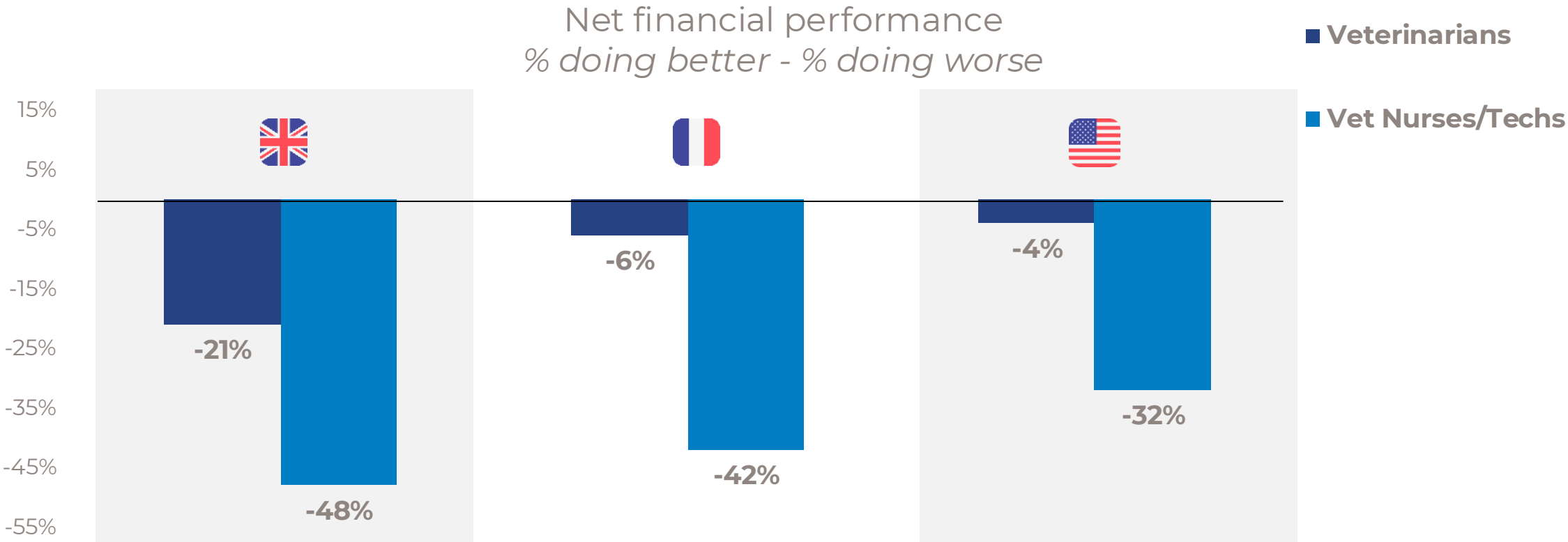
## Practice Type



Vetspanel

**2,000+**  
**veterinary**  
**nurses, practice**  
**managers and**  
**technicians in**  
**our UK panel**

# VET NURSES ARE WORSE OFF FINANCIALLY



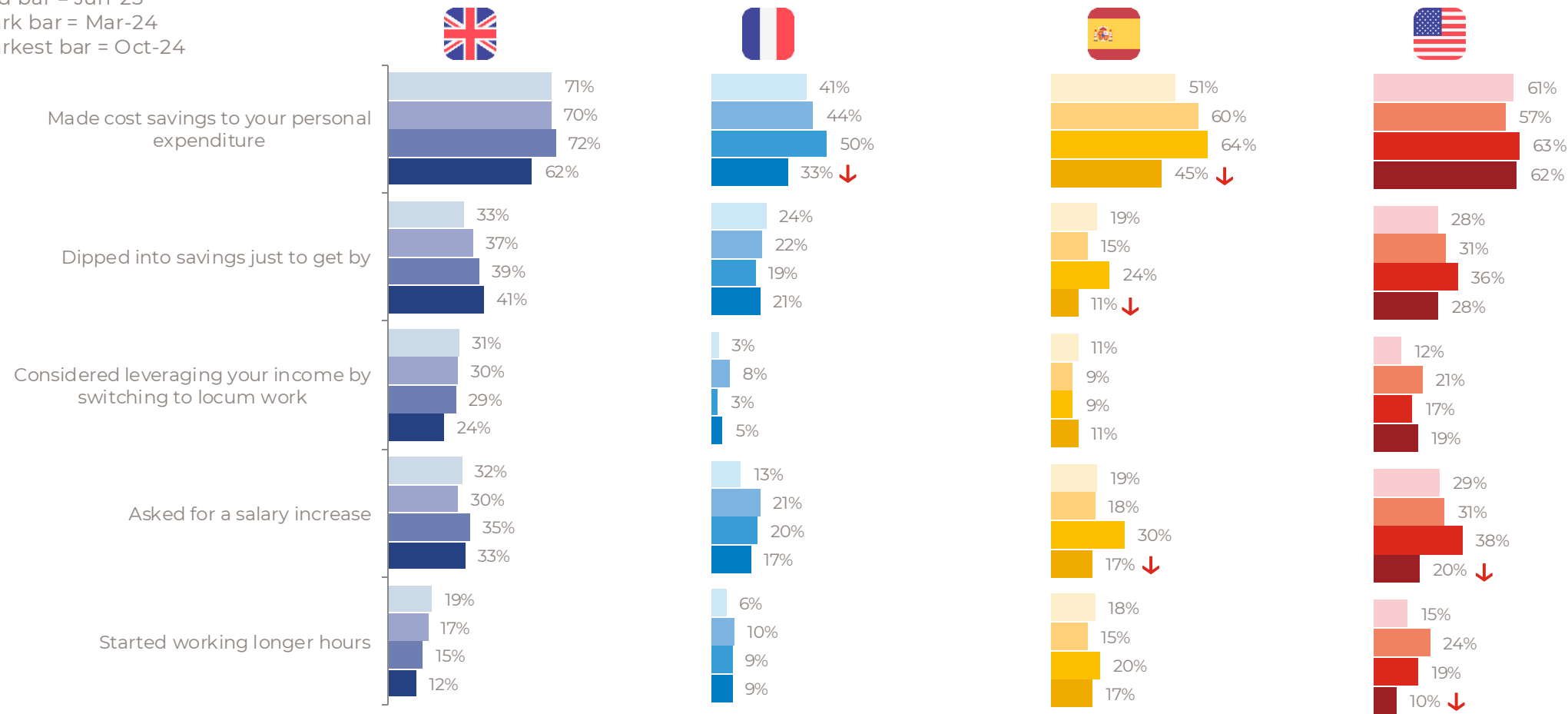
Q1. The current financial climate has affected different people in different ways. Compared to last year, would you say...  
Veterinarians and Veterinary Nurses/Techs: UK (100), France (100), USA (100)

# VETERINARIANS CONTINUE COST SAVINGS TO PERSONAL EXPENDITURE, BUT LESS SO IN FRANCE AND SPAIN



Lightest bar = Nov-22  
Mid bar = Jun-23  
Dark bar = Mar-24  
Darkest bar = Oct-24

Measures taken to combat financial concerns  
(% rating in 1<sup>st</sup> – 3<sup>rd</sup> place)



FULL LIST OF MEASURES TAKEN INCLUDED IN THE FULL REPORT

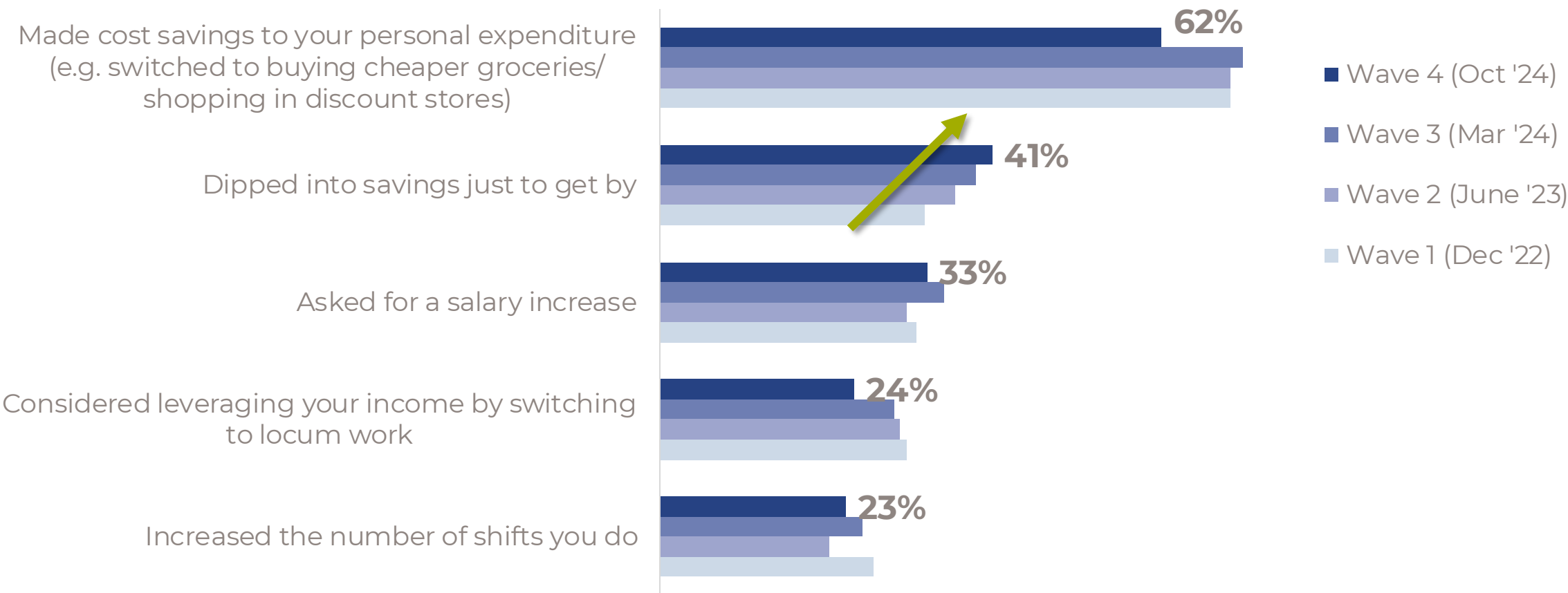
Q7. Which of the following things have you implemented over the past year or so due to financial worries?  
W3: UK (99), France (100), Spain (100), USA (150)

Significance testing  
↑ ↓ denotes significant at 95% against wave 3

# MORE UK VETS ARE USING THEIR SAVINGS JUST TO GET BY



## Changes made to personal expenditure *All UK veterinarians*



Q7. Which of the following things have you implemented over the past year or so due to financial worries? (Select all that apply) n=100 UK

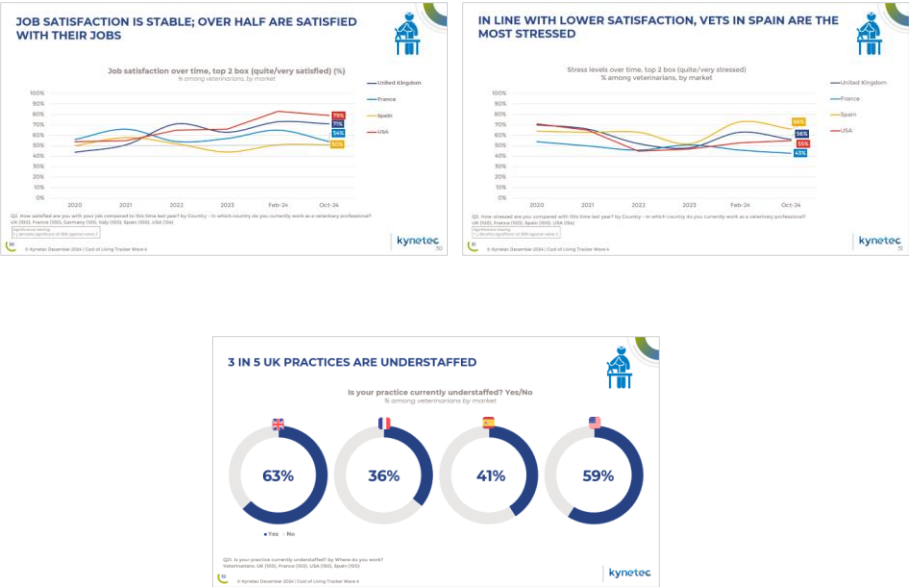
Significance testing  
↑ ↓ denotes significant at 95% vs WAVE 1

A woman with dark hair and bangs, wearing green scrubs, is smiling and holding a small, fluffy Corgi dog. The dog is looking towards the camera with its tongue out. In the background, a laboratory or clinical setting is visible with other people working at equipment. A large green circle with a white outline is overlaid on the left side of the image, containing the text.

## **PART 2: PROFESSIONAL IMPACT**

# CORE VS FULL REPORT ACCESS

## THIS IS THE CORE REPORT



## FULL REPORT (SUBSCRIPTION ONLY)

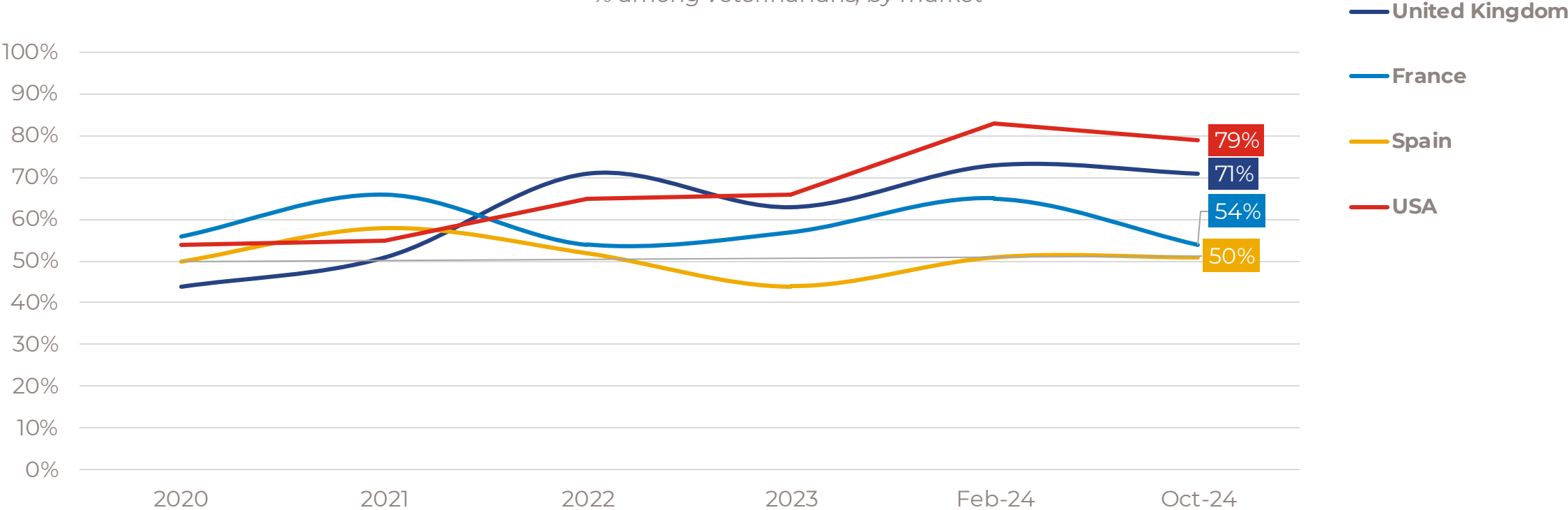
- **Job satisfaction** and **stress levels** across markets\* and among vet nurses (UK, FR)
- **Measures taken by veterinarians** across markets\* and among vet nurses (UK, FR) to combat financial concerns
- **Impact on veterinary career aspirations** across markets\*
- **Challenges facing vet practices** across markets\*, including breakdown of staffing levels
- **Veterinary satisfaction with key areas** across markets\* and among vet nurses (UK, FR), e.g. supplier support, employer support, working environment, etc

\*Markets included: UK, FR, DE, IT, ES

# JOB SATISFACTION IS STABLE; OVER HALF ARE SATISFIED WITH THEIR JOBS



Job satisfaction over time, top 2 box (quite/very satisfied) (%)  
% among veterinarians, by market



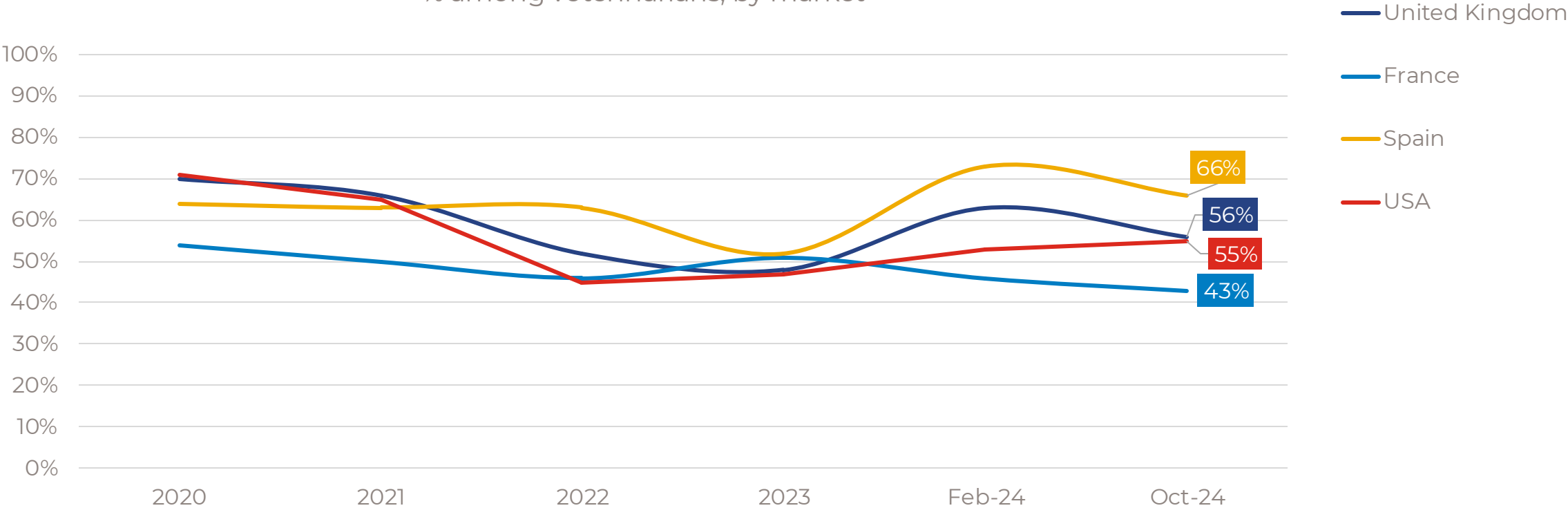
Q2. How satisfied are you with your job compared to this time last year? by Country - In which country do you currently work as a veterinary professional?  
UK (100), France (100), Germany (101), Italy (100), Spain (100), USA (154)

Significance testing  
↑ ↓ denotes significant at 95% against wave 3

# IN LINE WITH LOWER SATISFACTION, VETS IN SPAIN ARE THE MOST STRESSED



Stress levels over time, top 2 box (quite/very stressed)  
% among veterinarians, by market



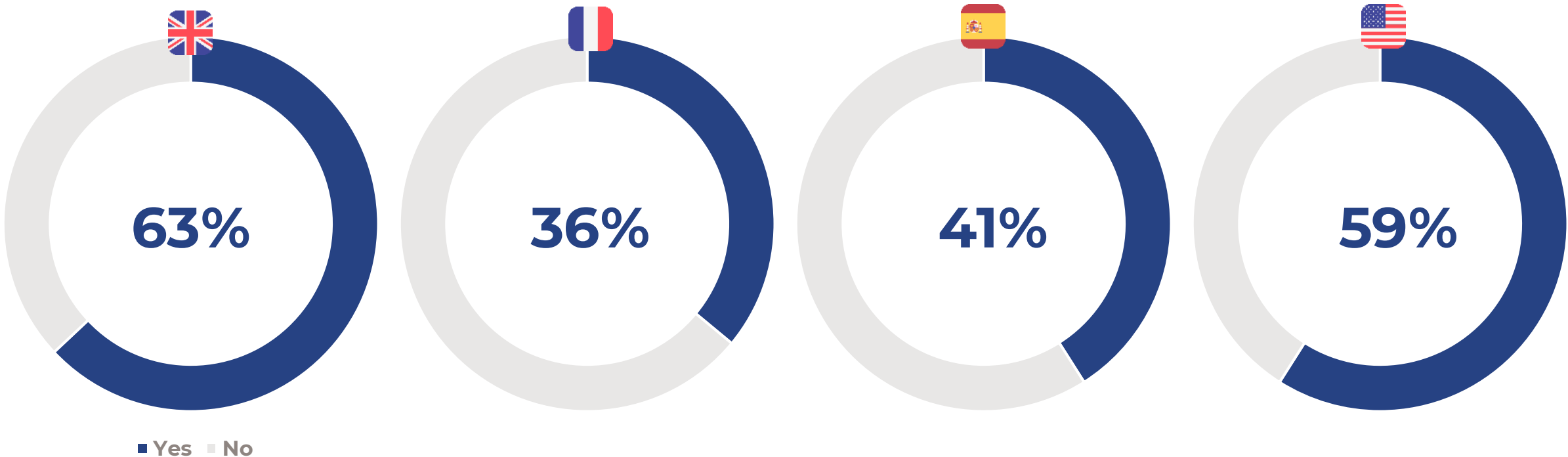
Q3. How stressed are you compared with this time last year? by Country - In which country do you currently work as a veterinary professional?  
UK (100), France (100), Spain (100), USA (154)

Significance testing  
↑ ↓ denotes significant at 95% against wave 3

# 3 IN 5 UK PRACTICES ARE UNDERSTAFFED



Is your practice currently understaffed? Yes/No  
*% among veterinarians by market*



Q21. Is your practice currently understaffed? by Where do you work?  
Veterinarians: UK (100), France (100), USA (150), Spain (100)

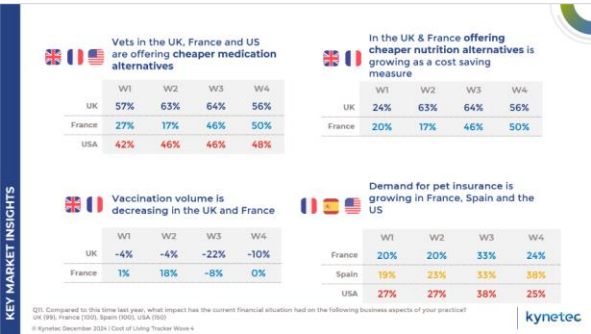
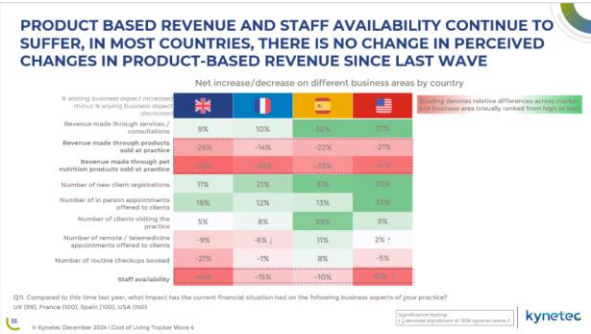


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# VETERINARY BUSINESS IMPACT

# CORE VS FULL REPORT ACCESS

## THIS IS THE CORE REPORT







## FULL REPORT (SUBSCRIPTION ONLY)

- **Impact on different business areas** across markets,\* including cost of products / services bought from suppliers and change in frequency of recommendations / prescriptions
- **Impact on supplier relationships**, including veterinary needs and consideration of switching or sticking with suppliers / manufacturers

\*Markets included: UK, FR, DE, IT, ES

# PRODUCT BASED REVENUE AND STAFF AVAILABILITY CONTINUE TO SUFFER, IN MOST COUNTRIES, THERE IS NO CHANGE IN PERCEIVED CHANGES IN PRODUCT-BASED REVENUE SINCE LAST WAVE

Net increase/decrease on different business areas by country

% stating business aspect increased minus % saying business aspect decreased					Shading denotes relative differences across market and business area (visually ranked from high to low)
Revenue made through services / consultations	9%	10%	32%	27%	
Revenue made through products sold at practice	-26%	-14%	-22%	-21%	
Revenue made through pet nutrition products sold at practice	-48%	-42%	-33%	-41%	
Number of new client registrations	11%	21%	31%	25%	
Number of in person appointments offered to clients	18%	12%	13%	33%	
Number of clients visiting the practice	5%	8%	29%	9%	
Number of remote / telemedicine appointments offered to clients	-9%	-6% ↓	11%	2% ↑	
Number of routine checkups booked	-21%	-1%	8%	-5%	
Staff availability	-44%	-15%	-10%	-51% ↓	

Q11. Compared to this time last year, what impact has the current financial situation had on the following business aspects of your practice?  
 UK (99), France (100), Spain (100), USA (150)

Significance testing  
 ↑ ↓ denotes significant at 95% against wave 3



Vets in the UK, France and US are offering **cheaper medication alternatives**

	W1	W2	W3	W4
UK	57%	63%	64%	56%
France	27%	17%	46%	50%
USA	42%	46%	46%	48%



In the UK & France **offering cheaper nutrition alternatives** is growing as a cost saving measure

	W1	W2	W3	W4
UK	24%	63%	64%	56%
France	20%	17%	46%	50%



**Vaccination volume is decreasing** in the UK and France

	W1	W2	W3	W4
UK	-4%	-4%	-22%	-10%
France	1%	18%	-8%	0%



**Demand for pet insurance is growing** in France, Spain and the US

	W1	W2	W3	W4
France	20%	20%	33%	24%
Spain	19%	23%	33%	38%
USA	27%	27%	38%	25%

Q11. Compared to this time last year, what impact has the current financial situation had on the following business aspects of your practice?  
UK (99), France (100), Spain (100), USA (150)

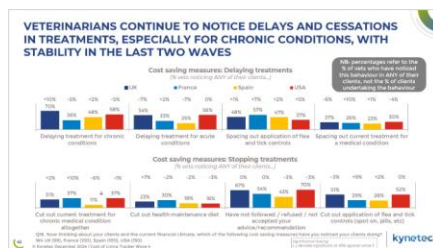
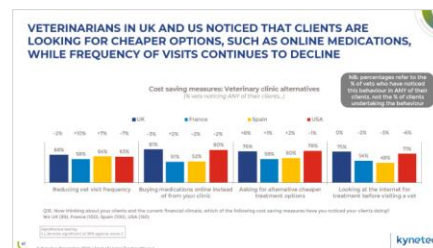
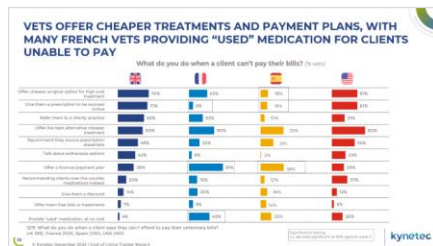
A man with short brown hair, seen from the back, is hugging a golden retriever. The man is wearing a maroon long-sleeved shirt. The dog is looking towards the camera with its mouth open, showing its teeth. The background is a blurred landscape of mountains and a body of water under a bright sky.

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# IMPACT ON PET OWNER BEHAVIOUR

## CORE VS FULL REPORT ACCESS

## THIS IS THE CORE REPORT



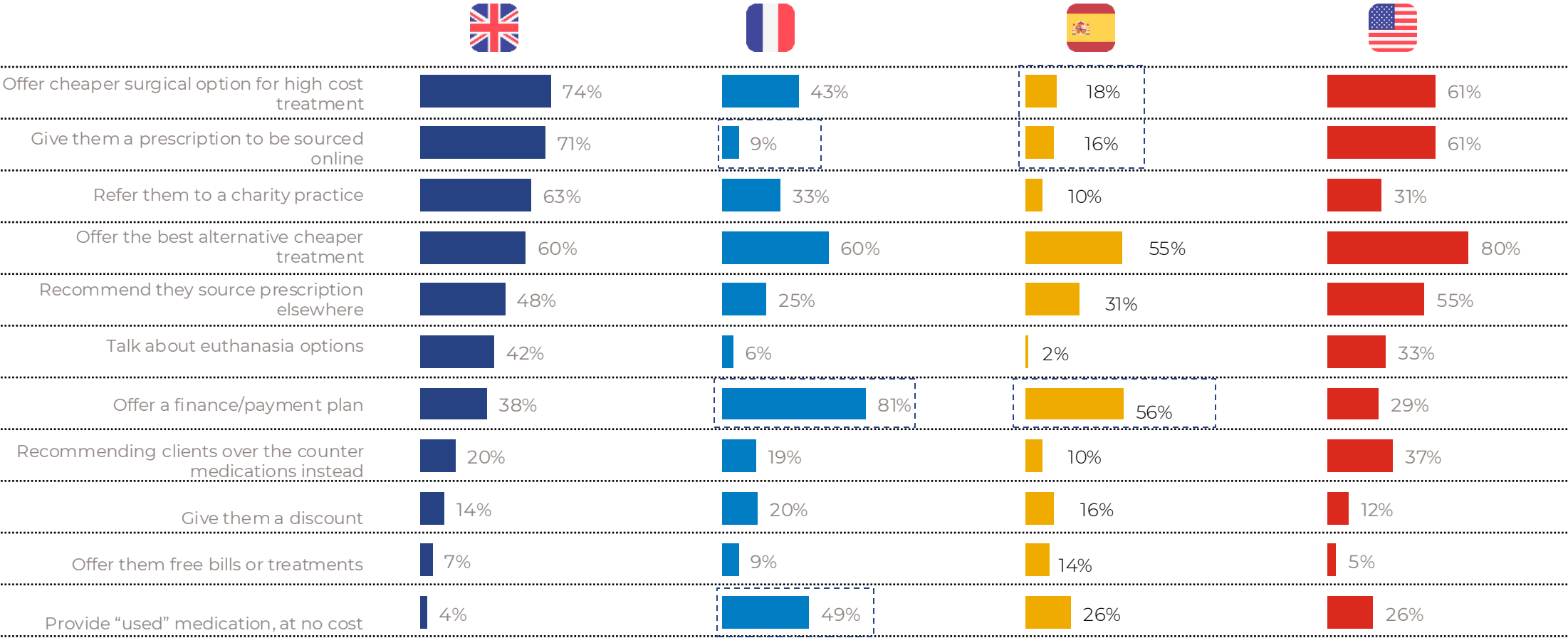
## FULL REPORT (SUBSCRIPTION ONLY)

- **Pet owner cost-saving measures** noticed by veterinarians, including: delay / cessation of treatment; pet food changes; veterinary clinic alternatives
- **Conditions prompting delay / cessation of treatments** in dogs and cats across markets\*
- Pet owner **compliance with therapeutic diets** across markets\*
- **Impact on pet food recommendations** (therapeutic and wellness) across markets\*

\*Markets included: UK, FR, DE, IT, ES

# VETS OFFER CHEAPER TREATMENTS AND PAYMENT PLANS, WITH MANY FRENCH VETS PROVIDING “USED” MEDICATION FOR CLIENTS UNABLE TO PAY

What do you do when a client can't pay their bills? (% vets)



Q19. What do you do when a client says they can't afford to pay their veterinary bills?  
 UK (99), France (100), Spain (100), USA (150)

Significance testing  
 ↑ ↓ denotes significant at 95% against wave 3



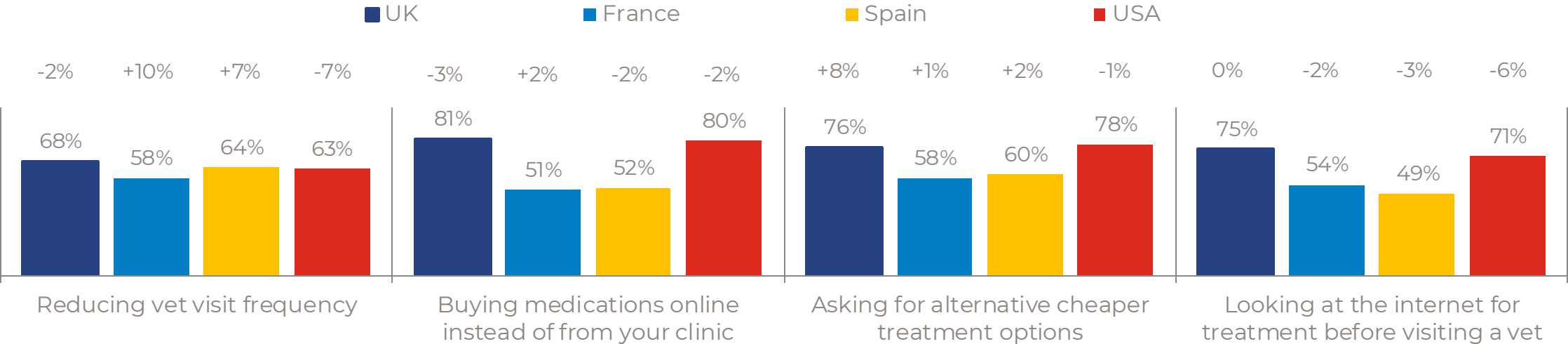
# Which of the following cost saving measures have you noticed your clients doing?



# VETERINARIANS IN UK AND US NOTICED THAT CLIENTS ARE LOOKING FOR CHEAPER OPTIONS, SUCH AS ONLINE MEDICATIONS, WHILE FREQUENCY OF VISITS CONTINUES TO DECLINE

Cost saving measures: Veterinary clinic alternatives  
(% vets noticing ANY of their clients...)

NB: percentages refer to the % of vets who have noticed this behaviour in ANY of their clients, not the % of clients undertaking the behaviour



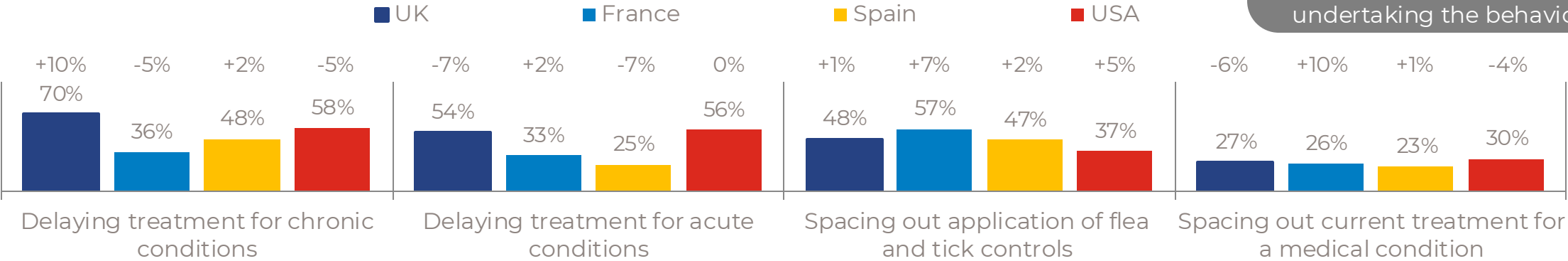
Q16. Now thinking about your clients and the current financial climate, which of the following cost saving measures have you noticed your clients doing?  
W4 UK (99), France (100), Spain (100), USA (150)

Significance testing  
↑ ↓ denotes significant at 95% against wave 3

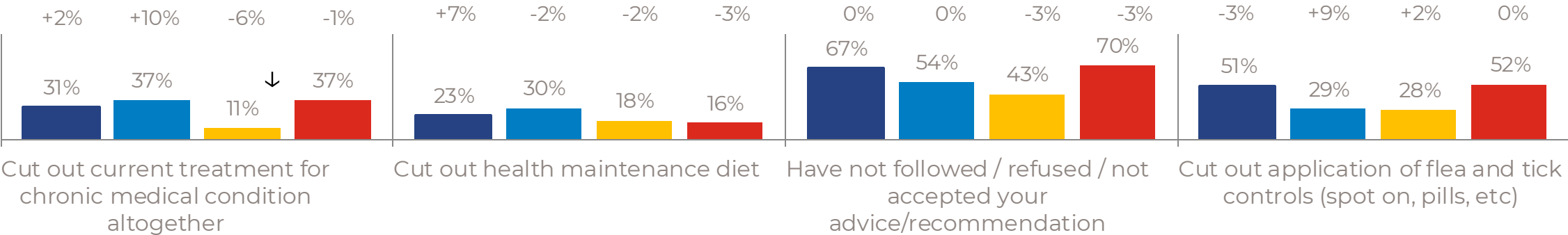
# VETERINARIANS CONTINUE TO NOTICE DELAYS AND CESSATIONS IN TREATMENTS, ESPECIALLY FOR CHRONIC CONDITIONS, WITH STABILITY IN THE LAST TWO WAVES

Cost saving measures: Delaying treatments  
(% vets noticing ANY of their clients...)

NB: percentages refer to the % of vets who have noticed this behaviour in ANY of their clients, not the % of clients undertaking the behaviour



Cost saving measures: Stopping treatments  
(% vets noticing ANY of their clients...)



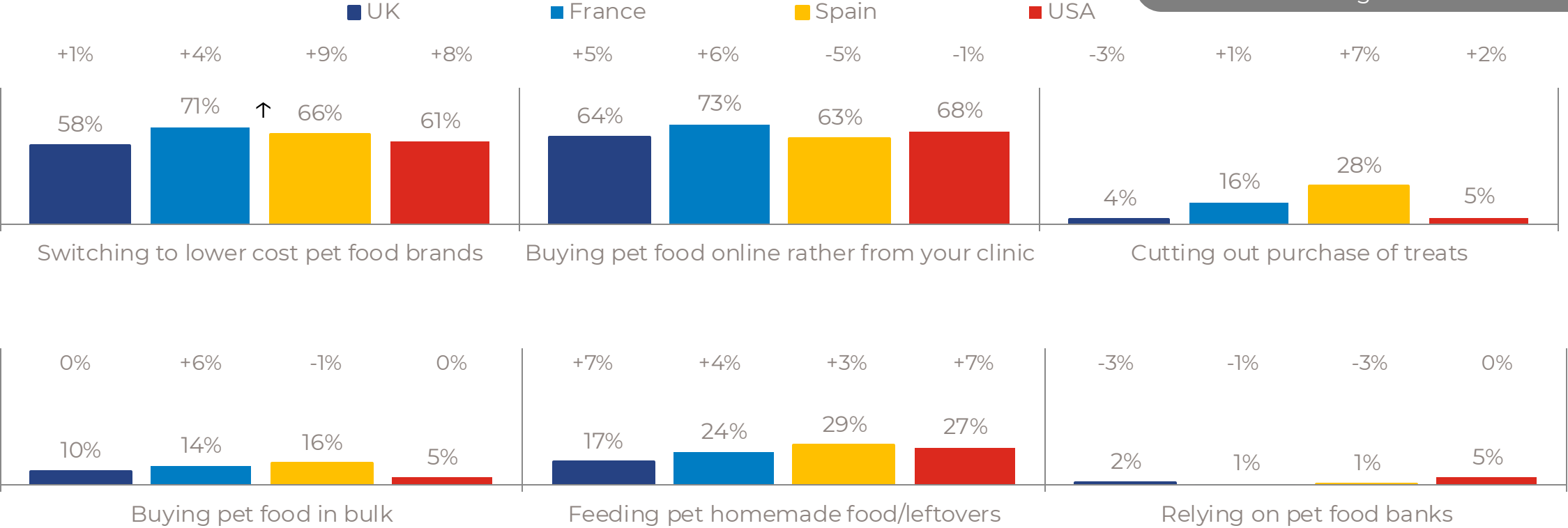
Q16. Now thinking about your clients and the current financial climate, which of the following cost saving measures have you noticed your clients doing? W4  
UK (99), France (100), Spain (100), USA (150)

Significance testing  
↑ ↓ denotes significant at 95% against wave 3

# OVER HALF OF VETERINARIANS SEE PET OWNERS BUYING CHEAPER FOOD, UNCHANGED SINCE LAST WAVE, WITH FEW REDUCING TREAT PURCHASES OR OPTING FOR HOMEMADE FOOD

Cost saving measures: Pet food  
(% vets noticing ANY of their clients...)

NB: percentages refer to the % of vets who have noticed this behaviour in ANY of their clients, not the % of clients undertaking the behaviour



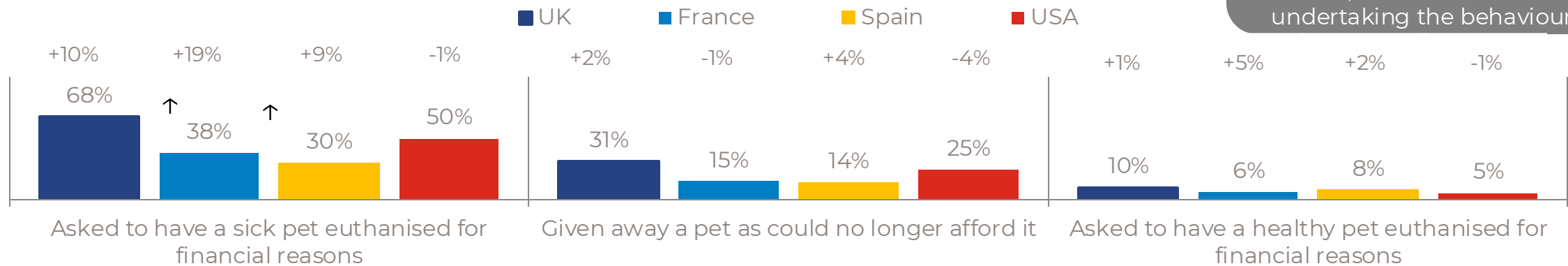
Q16. Now thinking about your clients and the current financial climate, which of the following cost saving measures have you noticed your clients doing? W4  
UK (99), France (100), Spain (100), USA (150)

Significance testing  
↑ ↓ denotes significant at 95% against wave 3

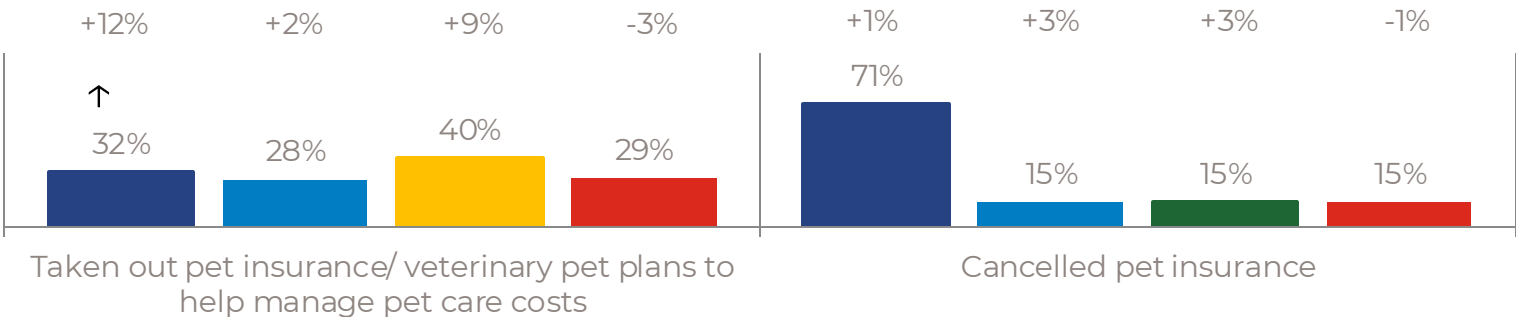
# UK VETS REPORT THE HIGHEST EUTHANASIA RATES DUE TO COST PRESSURES, NOW JOINED BY MORE VETS IN FRANCE, WHILE CANCELLATION OF PET INSURANCE IS INCREASING IN THE UK

Cost saving measures: Giving up/euthanising pet  
(% vets noticing ANY of their clients...)

NB: percentages refer to the % of vets who have noticed this behaviour in ANY of their clients, not the % of clients undertaking the behaviour



Cost saving measures: Insurance  
(% vets noticing ANY of their clients...)



Q16. Now thinking about your clients and the current financial climate, which of the following cost saving measures have you noticed your clients doing? W4  
UK (99), France (100), Spain (100), USA (150)

Significance testing  
↑ ↓ denotes significant at 95% against wave 3

# COST OF LIVING CRISIS: PET PARENT PERSPECTIVE

This is the FREE core report, which includes top level insights across veterinarians from the UK, France, Spain and US. All other countries and audience insights, including pet parents, are accessible through our Full Report (subscription only access).



# THIS IS THE CORE REPORT

This is the **FREE** core report, which includes top level insights across veterinarians from the UK, France, Spain and US. All other countries and audience insights are accessible through our Full Report (subscription only).

**69%** of EU pet owners are concerned about the increasing cost of living

23% are struggling to keep up, while 46% are concerned, but currently managing the situation

Q19: Thinking about what you own, what are your concerns? How worried are you about increases in the cost of living due to an increasing cost of food?

kyнетec

**RANKING CONCERNS**

Q: Regarding increases in the cost of living, please rank each of the following expenses according to what worries you the most

Pet expenses	Pet care
Food/energy expenses	Chitkins
Impact on standard of living, family, work life balance	Travel/commuting expenses
Mortgages/rent	Credit cards/loan repayment
Impact on my health/wellbeing	Entertainment costs
Job security	Holiday costs
Impact on pension/savings	

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kyнетec

**COST SAVING MEASURES: WHAT MEASURES ARE PET OWNERS ADOPTING TO SAVE ON PET CARE COSTS?**

We asked pet owners to pick 'three' a list of 22 cost saving measures. These can be grouped as follows:

PET FOOD	VET RELATED	INSURANCE RELATED	OTHER GROOMING RELATED
<ul style="list-style-type: none"> <li>Buying pet food in bulk</li> <li>Feeding my pet a cheaper pet food</li> <li>Cutting out</li> <li>Buying pet food online rather than in the shop</li> <li>Feeding my pet home made food</li> </ul>	<ul style="list-style-type: none"> <li>Looking at the internet for cheaper vet services</li> <li>Waiting for the vet to the end</li> <li>Getting a second opinion</li> <li>Feeding my pet home made food</li> </ul>	<ul style="list-style-type: none"> <li>Taking out pet insurance</li> <li>Waiting for the vet to the end</li> <li>Getting a second opinion</li> <li>Feeding my pet home made food</li> </ul>	<ul style="list-style-type: none"> <li>Increased pet grooming costs</li> <li>Increased pet grooming costs</li> <li>Increased pet grooming costs</li> <li>Increased pet grooming costs</li> </ul>

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**VET RELATED AND PET FOOD ARE MADE BY AT LEAST 1 IN 3 PET OWNERS**

% who have made any changes to...

	UK	FR	ES	IT	US
Pet food	47%	55%*	49%	53%†	46%*
Vet related	33%*	34%	37%	33%	28%
Insurance related	13%	10%	12%	7%	9%
Other (grooming, walkers)	16%	12%	14%*	13%	12%

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Q19: Which of the following items you implemented over the past year due to financial reasons?

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- Worry level, financial performance, and top concerns among pet owners
- Cost-saving measure implemented, including impact on pet care behaviours
- Rates of delay / cessation for vet visits
- Preventative measures currently taken to maintain pet health, worry over affordability of preventative measures
- Level of concern over ability to pay vet bills
- Change in types of pet foods fed and purchase channels (usage/change)
- Rates of pet food brand switching and reasons given
- Purchase channels for pet medications / treatments (usage/change)

kynetec



**of EU pet owners are  
concerned about the  
increasing cost of living**

**23%** are struggling to keep up,  
while **46%** are concerned, but  
currently managing the situation



# RANKING CONCERNS

*Q. Regarding increases in the cost of living, please rank each of the following expenses according to what worries you the most*

Food expenses	Pet care
Fuel/ energy expenses	Childcare
Impact on standard of living, family/ work life balance	Travel/ commuting expenses
Mortgage/ rent	Credit card/ loan repayment
Impact on my health/ wellbeing	Entertainment costs
Job security	Holiday costs
Impact on pension value/ scheme	



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# COST SAVING MEASURES: WHAT MEASURES ARE PET OWNERS ADOPTING TO SAVE ON PET CARE COSTS?

We asked pet owners to pick from a list of 22 cost saving measures. These can be grouped as follows.

## PET FOOD

- Buying pet food in bulk
- Feeding my pet a cheaper pet food brand
- Cutting out purchase of treats
- Buying pet food online rather than in shops
- Feeding my pet homemade food/leftovers
- Switched to homemade food

## VET RELATED

- Looking at the internet for treatment before visiting a vet
- Reducing my visits to the vet
- Asking vet for alternative cheaper treatment options
- Spacing out application of flea and tick controls (spot on, pills, etc)
- Buying medication online instead of at my veterinary practice

## INSURANCE RELATED

- Taken out pet insurance/ veterinary pet plans to help manage pet care costs

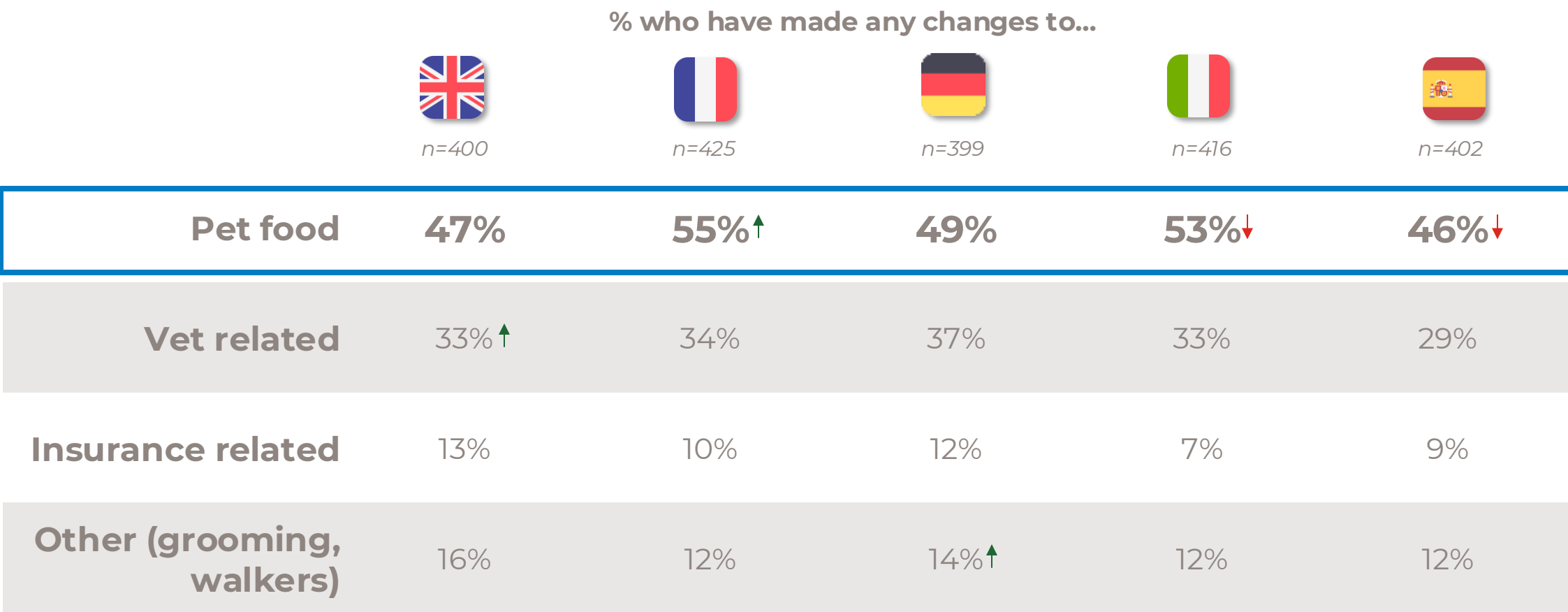
## OTHER (GROOMING ETC.)

- Stopped pet grooming, now doing it myself
- Started relying more on promotions and discounts

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# VET RELATED AND PET FOOD CHANGES ARE MADE BY AT LEAST 1 IN 3 PET OWNERS



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# SUBSCRIBE TO THE FULL COST OF LIVING TRACKER TO ACCESS RESULTS FOR OTHER MARKETS, FOR PET OWNERS, VETERINARIANS AND VETERINARY NURSES/TECHS (each audience report/country purchased separately)

**The cost-of-living tracker:** How are veterinarians, clinics and pet owners across the world responding to this cost-of-living crisis? How should the veterinary industry adapt to the cost-of-living pressures?

*Data collected for 4 waves since 2022.*

Download the Wave 4 brochure here: [DOWNLOAD NOW](#)

Please contact Tanya to discuss: [Tanya.Michelsen@kynetec.com](mailto:Tanya.Michelsen@kynetec.com)



### Cost of Living Tracker

How is the cost of living crisis impacting veterinarians, veterinary nurses/technicians & pet owners?

The combined impact of the global pandemic, the Ukraine war, energy crisis, price increases and inflation have created a challenging environment for many, fueling a cost of living crisis.

**Your questions answered**

How are veterinarians, veterinary nurses/technicians, clinics and pet owners across the world responding to this cost of living crisis? How should the veterinary industry adapt to the cost of living pressures?

**Veterinary topics covered:**

- Impact on clinical operations & pricing
- Impact on recommendations and prescriptions
- Changes to pet owner behaviour
- Cost saving measures veterinarians and veterinary nurses/technicians have noticed
- Strategies veterinarians and veterinary nurses/technicians use when pet owners can't pay
- Personal impact of the cost of living crisis: personal finances, wellbeing etc.
- Professional impact of the cost of living crisis: job satisfaction, salary vs inflation, future of veterinary careers etc.
- Full analysis of supplier response to the crisis
- Deep dive into Pharma or nutrition categories: Change in frequency, channel, brands, format, switching etc.
- And more...

**Pet owner topics covered:**

- Level of affordability: personal vs pet care spend
- Changes to frequency and type of veterinarian and veterinary nurse/technicians visits
- Drivers of veterinarian and veterinary nurse/technicians visits during the cost of living crisis
- Changes to pet care to deal with financial worries
- Changes to daily life to deal with financial worries
- Monthly pet care spend and how this has changed over time
- Discussion over finances with veterinarians and veterinary nurses/technicians
- Deep dive into Pharma or nutrition categories: Change in frequency, channel, brands, format, switching etc.
- Impact of human/animal bond
- And more...

**10**  
Key Countries  
Additional markets available upon request

**c.400**  
Pet Owners  
per country

**c.100**  
Small Animal Veterinarians & Nurses/Technicians  
per country

### Methodology

Online 15 minute survey

Wave 1: Nov 2022 → Dec 2022

Wave 2: May 2023 → Jun 2023

Wave 3: Feb 2024 → Mar 2024

Wave 4: Sept 2024 → Oct 2024

Tracking will continue to take place twice per year. Wave 4 report available November 2024.

The cost includes a full data report with analysis across all countries commissioned, a free question to ask veterinarians, veterinary nurses/technicians and pet owners. A presentation of the results is also included for your team.

### Investment

#### Veterinarian report

Country	Sample size	Investment
UK	100	\$2000
France	100	\$2000
Germany	100	\$3500
Italy	100	\$2000
Spain	100	\$2000
US	150	\$2000
Canada	100	\$6500
Brazil	100	\$5500
China	100	\$13000
Australia	100	\$7000

#### Pet owner report

Country	Sample size	Investment
UK	400	\$2000
France	400	\$2000
Germany	400	\$2000
Italy	400	\$2000
Spain	400	\$2000
US	450	\$2000
Canada	400	\$3500
Brazil	400	\$3500
China	400	\$3500
Australia	400	\$3500

Additional markets (e.g., Japan, South Korea etc.) available upon request


#### Veterinary nurse report

Country	Sample size	Investment
UK	100	\$4000
France	100	\$4000
US	100	\$4000

**The combined veterinarian & pet owner report for 6 key markets: US, UK, ES, FR, DE, IT**

**\$23,000** (includes a \$2500 discount)

### For further information, please contact:



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Thank you, please contact me with any comments or questions

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