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Petcare Fixtures & Communication 2025

Petcare Fixtures & Communication

A nation of pet lovers

Pet ownership in the UK is continually climbing, with the latest data suggesting it has reached record levels.

**60% of households (17.2m)
house one of the UK's 36
million pets in 2024.**

**Throughout the UK in 2024
there are 13.5 million dogs
and 12.5 million cats.**

**38% welcomed a new pet
into 10.9 million homes over
the last four years.**

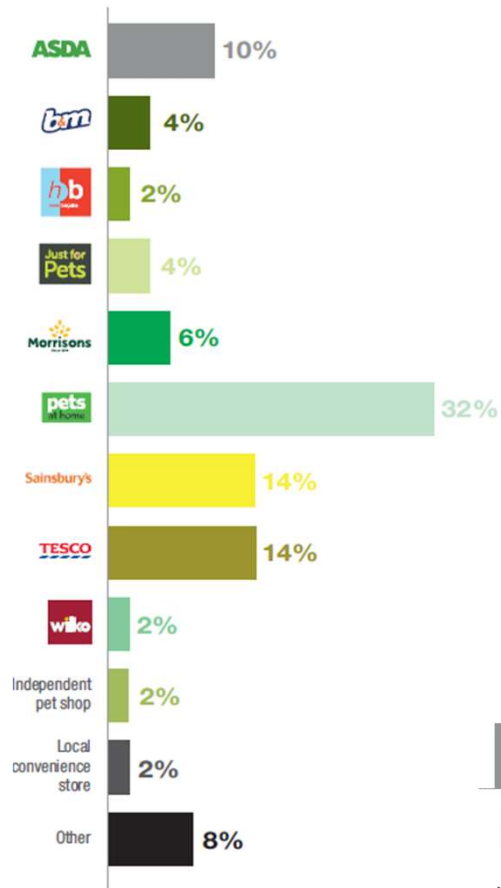
**Fish are also swimming up
the charts with 21% of UK
homes now having tanks.**

This is a significant increase on 2019, where it was estimated 41% of households owned a pet.

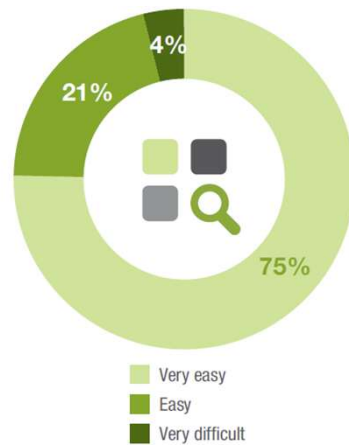
In light of all this, we decided to find out what pet owners buy to maintain their pets and how retailers use their in-store promotions to entice shoppers, promote products and drive purchases.

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Where do you usually buy pet products?



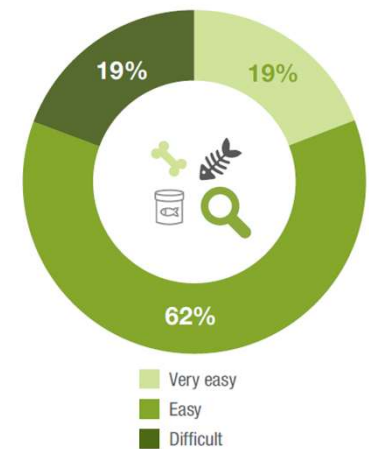
How easy is it to find each pet product category?



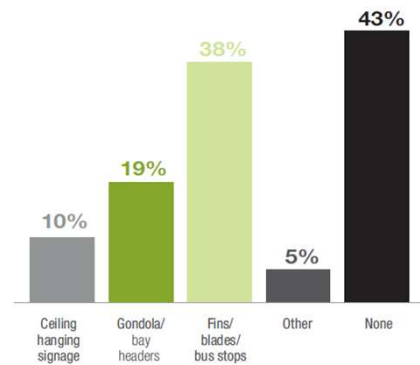
How easy would it be to get advice from staff on pet products?



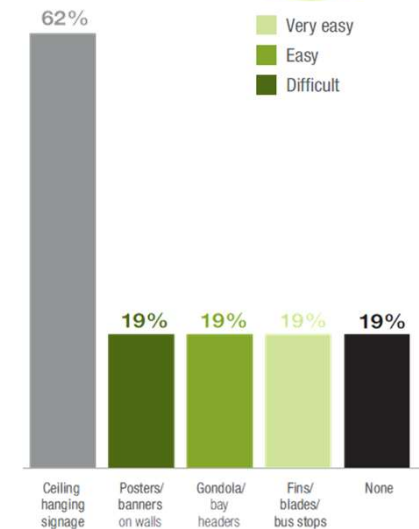
How easy is it to find each category of pet product in the stores?



What signage is there to identify different pet categories within the store?



Navigational signage for the pet section



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Key Takeaways

Specialist stores clearly have the edge in terms of product placement and display. Decision making for retailers in these stores rested upon where to offer prominence according to type of pet and products within each category.

Value stores and cost-driven supermarkets have to spread themselves thinly in terms of pet products.

Navigation is reasonably clear, with logical layouts throughout all stores, providing instinctive zoning for pet categories. Upon analysis of the 30 – 10 – 3 principal, we start to see some areas in store to assist the customer and provide key information that leads to purchase.

Gondola bay headers were seen at 89% of stores, while wall posters and banners were found in 64%.

Side Fins, ceiling hanging signage, blades & bus stops were the most common navigational aids.

Royal Canin, Whiskas & Purina proved to have most standout, thanks to branding, product selection and placement in store.

Pet insurance & health advice were found at 11% of stores, alongside on-site grooming & veterinary care

Petcare Fixture Wrap-up – What we love!



Pets Corner, UK – Great integration of recycling fixture, super categorisation throughout the store & useful communication and product selection advice at the point of purchase.

Petcare Fixture Wrap-up – What we love!



Petstop, Ireland – Natural timber contrasted with bold colours helps to focus in on key fixtures and products

Petcare Fixture Wrap-up – What we love!



Just for Pets, UK – Natural timber contrasted with bold colours helps to focus in on key fixtures and products

Petcare Fixture Wrap-up – What we love!



Pets at Home, UK – Latest Iteration of stores with upgraded fixtures, refined offering of shop-in-shop areas (Groom Room & Vets 4 Pets) and premium store experience.

Focus on Pets at Home

Opportunity : **Enhancing Product communication tools**

Cat flap / Doorway station : **circa 2020**



Cat flap / Doorway station : **from 2024**



Retractable Dog Lead Station : circa 2020



Retractable Dog Lead Station : from 2024



Pets
at Home

Retractable lead station

Detailed product selection advice at key line of sight.

Informal headers project a friendly, trustworthy tone of voice.

Prompts for customer to note a dogs' size to help appropriate choice – along with lead length and style.

Ticket strips have been tricky to maintain for colleagues.

Each product has (x3) key USP facts to base a purchase on.

Retractable lead station

What are the deciding factors (aside from cost) that help inform a customer and convert them to purchase?

From a brand perspective, this is how "Flexi" communicate to their customers . . .



There are several design features in this one product alone, all of which are essential to high operational performance and the lifespan of the product.

From a retailer perspective, this data is redacted to the following . . .



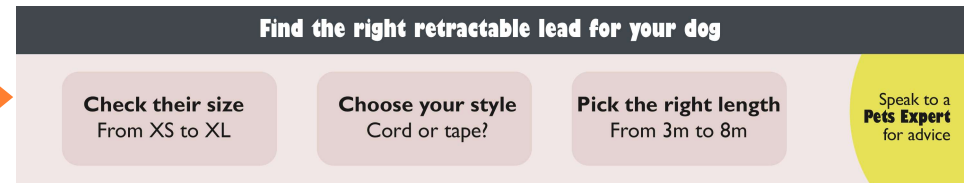
Cord length, lead type and (x2) key features listed as "Adjustable grip strength" and "Quick stop braking system"

Retractable lead station graphics

How can we enhance the graphic package to make customer choice easier and more efficient?



Current graphic header : Layout



Find the right retractable lead for your dog

Check their size
From XS to XL



Choose your style
Cord or tape?



Pick the right length
From 3m to 8m



Speak to a
Pets Expert
for advice

Graphic Approach 1:
Adding visual idents to
each category

Graphic Approach 2:
Adding price banding as colour
to segment products



Suggested development

Category USP
breakdown explained
and positioned higher.

Areas of significance:

Additional metalwork fabrication for header/kicker.

Expanded graphic coverage throughout the fixture.

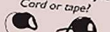
Leads that fleeeeeeeex

Check their size
From XS to XL

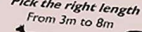


Find the right retractable lead for your dog

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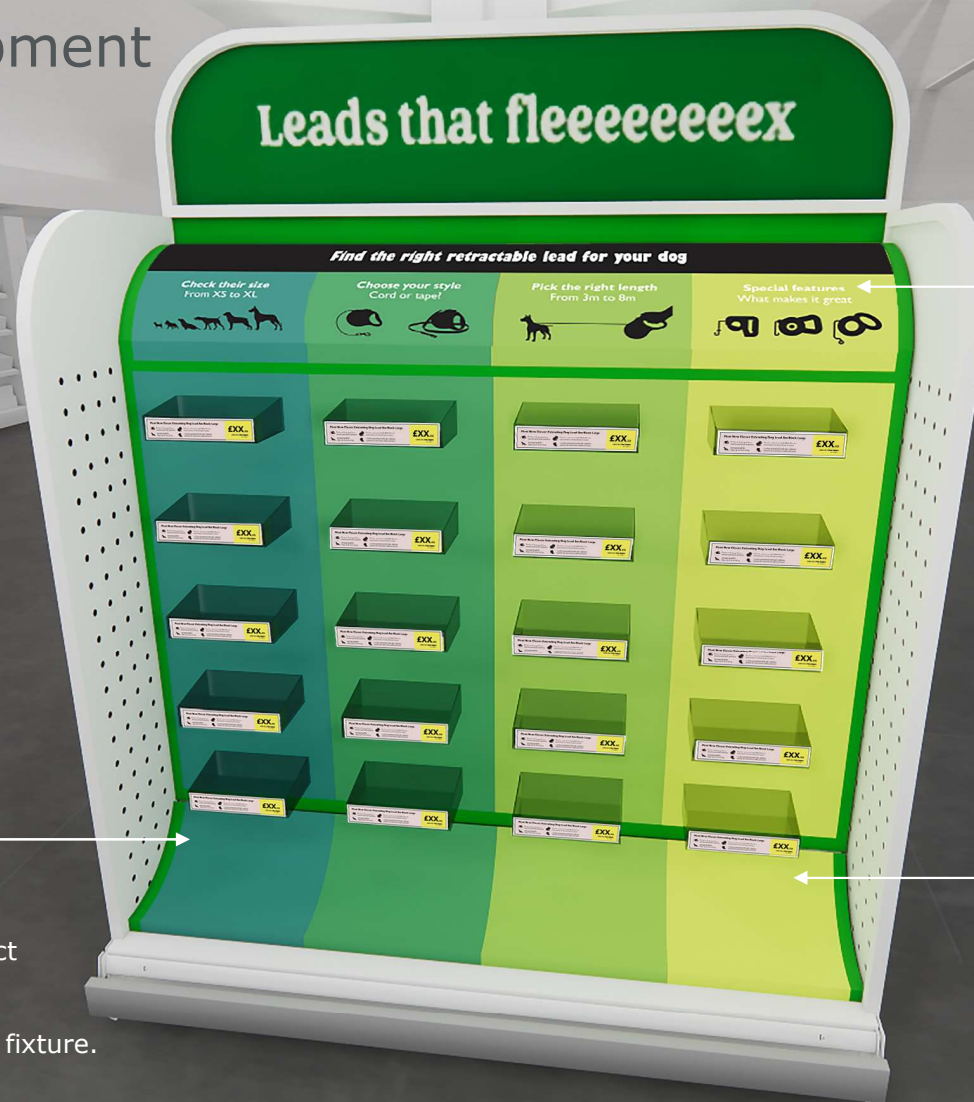


Speak to
Pets Exp
for advice

Detailed product USPs
on each ticket strip.

Curved kicker raises the
height of the fixture and
stylistically blends with the
outline of the fixture.

Suggested development



Curved kicker raises the height of the fixture and stylistically blends with the outline of the fixture.

Raised height and curved top to the storage locker allows for more storage and convenient access.

Complimentary colour segmentation splits the products into product type for efficient browsing & selection.

Areas of significance:

Increased metalwork fabrication and product storage.

Expanded graphic coverage throughout the fixture.

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Pets
at Home

Focus Pets Corner

Opportunity : **Offering Bulk dispenser tools**

Dog treats : Bulk items & Scoop Bins

£8.49 per 1kg
Biscuits may contain nuts

BIC AND MIX
Natural, hand baked, Grain Free
Baked in Britain

Peanut Butter Cookies
Dark & Orange Biscuits
Chicken Biscuits
Vet's Choice
Culinary Biscuits
Soft Biscuits
Minty Biscuits
Vet's Choice

Natural, hand baked, Grain Free
Baked in Britain

Dry Dog Food

Pet

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Bird feed : **Suets, Seeds, Nuts & Feeders**



ESTD 1968
PetsCorner



Pets Corner bulk dispense

The closed loop system means vessels are cleaned and restocked away from the store and returned as full units when required.



Areas of significance:

The dispensers and scale technology are seamlessly linked to provide a quick and easy process for customers.



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