



**xtreme
insight**

2025-01-13

Market research

**Agria Pet Insurance
Norway**



Timing & Method

Number of interviews (base)

- 305 interviews with dog owners.
- 306 interviews with cat owners.

Method

- Web interviews using online panels.

When?

- Interviews were conducted in December 2024.

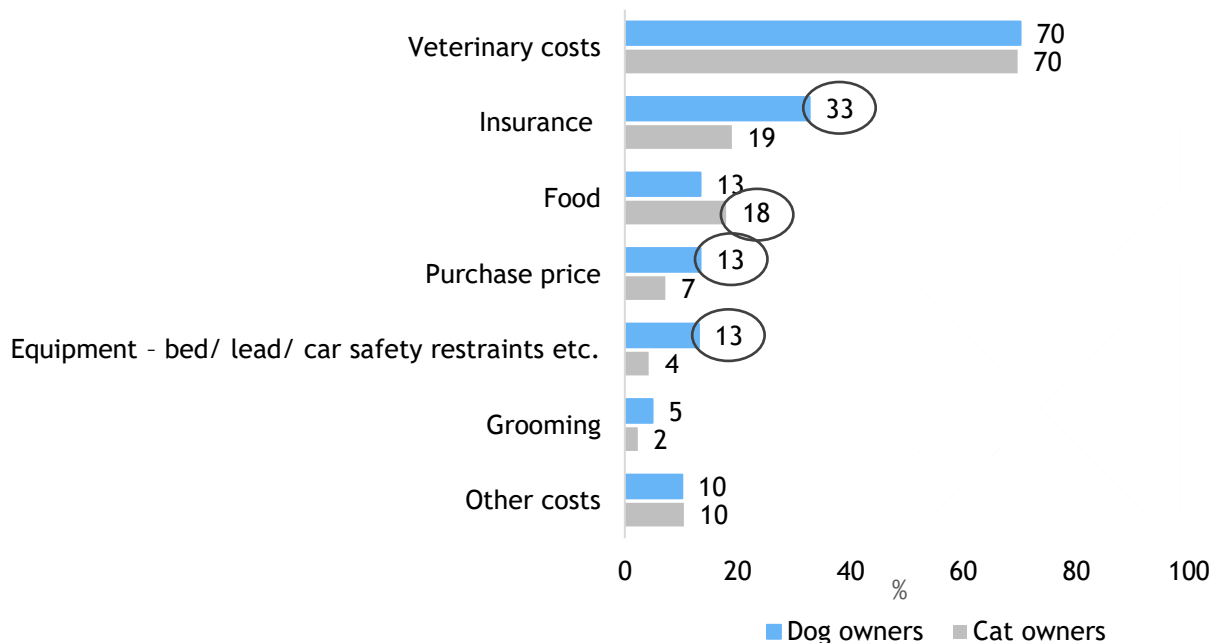




What cost surprised you most

Dog & cat owners.

It is more common for dog owners to be surprised by the cost of insurance, the purchase price, and equipment than for cat owners. For cat owners, it is more common to be surprised by the cost of food. Both groups were most and equally surprised by veterinary costs.



What cost surprised you most when getting a pet?

Base: Dog & cat owners.



**xtreme
insight**

Jonas Magnusson
jonas@xtreme.se

Xtreme Insight AB
Sankt Eriksgatan 48 G
112 34 Stockholm

www.xtreme.se