Pet Research Gets Serious

Monday 29 April, 2013

Total Pet Publishing, behind publications such as K9 Magazine, DogsBlog.com and PetfriendlyWorld.com has glued its position as the UK's premium supplier of pet industry market research with the launch of a brand new, dedicated website for pet research data, trends and market reports for the international pet industry sector.

The online hub is home for the latest pet industry studies, trends and reports and includes details of Total Pet Publishing's own pet research services.

With access to millions of modern, forward thinking pet owners, Total Pet Publishing's analysis packages provide pet businesses with actionable, intelligent data.

Previous clients have used Total Pet Publishing for market research in the health, pharmaceutical and animal nutrition sectors.

Speaking about the launch of PetResearch.co.uk, Kim O'Meara explains:

"We have seen incredible growth in our pet research division. Brands are more intensely focussed than ever on understanding their customer's thoughts and opinions on everything from purchasing habits to their views on topical issues relating to pet care. It makes sense that as the leading provider of pet market research services, thanks to our audience engagement of millions of pet owners, we should house information under one banner, that being http://www.petresearch.co.uk

The site, launched on March 18th 2013, will update readers with pet market research news, opportunities and valuable data.

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