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HALF OF PET LOVING BRITS WILL BUY THEIR FOUR-LEGGED FRIEND A VALENTINE'S DAY CARD AND LAVISH PRESENT FOR 14TH FEBRUARY, ACCORDING TO RESEARCH FROM M&S PET INSURANCE

Half (50 percent) of British pawrents are planning to send their pet a Valentine's card this year, with two thirds (66 percent) splashing the cash and lavishing them with a gift as well, according to new research.

In fact, one in ten (nine percent) say that their pet will be getting a Valentine's Day card or gift this year, but their partner won't.

It's no surprise that nearly two thirds (63 percent) say they would adapt their Valentine's Day plans to include their pet, with 85 percent stating that it would feel strange not include their pet in their Valentine's Day celebrations.

And according to the research by [M&S Pet Insurance](#), treats and toys topped the list of gifts that the nation's animals are most likely to receive on February 14th - with new toys (55 percent), edible treats (54 percent) and a specially prepared meal (27 percent) the most popular choices for presents.

These were followed by a new collar (19 percent), a cosy blanket (16 percent), a fetching new outfit (12 percent), and a special outing to the grooming parlour (ten percent).

An extra-long walk (nine percent), and an at home pamper session (eight percent) are other ways the nation's pet owners plan to spoil their furry friends this Valentine's.

When it comes to sharing the love, 53 percent tell their pet how much they love them every single day, with almost half (49 percent) insisting that their furry friend is an important part of their life.

One in five (20 percent) even have more photos of their pet on their phone than their family or friends.

56 percent look forward to seeing their beloved pet every single day, while 45 percent say seeing their pet happy makes them happy, so it's no surprise that four in ten (40 percent) believe that their pet has a positive impact on their wellbeing.

Neil Rogers from M&S Pet Insurance, which conducted the research said: "It's great to see that many of us will be showing our beloved pets just how much they mean to us, 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. Taking out insurance – and selecting a policy that's right for you and your

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pet – can provide peace of mind for pet owners and help to take away the worry of covering costly vets' fees."

The research also revealed that cat and dog owners will spend an average of £47 a year on gifts for their furry friend, whether it's for Valentine's Day, their birthday or Christmas. Over three quarters (77 percent) of those purchasing a gift for their pet, plan to spend the same amount or more than they did last year.

Despite being a nation of pet lovers, over a quarter (27 percent) of pawrents confess that they do not have insurance for their animals.

Half (51 percent) say they don't have insurance because it is too expensive, three in ten (29 percent) say they don't think they need insurance, while a quarter (26 percent) don't believe it's worth the money.

When asked, over half (51 percent) have had to dish out for an unexpected payment, amounting to a staggering £559.

TOP TEN GIFTS THE NATIONS DOGS AND CATS WILL BE WAKING UP TO THIS VALENTINE'S DAY:

1. Play toy - 55%
2. An edible treat - 54%
3. A special meal - 27%
4. A collar - 19%
5. A blanket - 16%
6. A new outfit - 12%
7. A lead - 11%
8. A new bed - 10%
9. A trip to the grooming parlour - 10%
10. An extra-long walk - 9%

ENDS

Notes to Editors:

This research of 1,000 British dog and cat owners was commissioned by M&S Pet Insurance and conducted by Perspectus Global during February 2025

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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 offers a broad range of financial products, including the M&S Credit Card, and a range of loans, savings and general insurance products.

HSBC UK

HSBC UK serves over 14.9 million active customers across the UK, supported by 23,700 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.

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from offices in 60 countries and territories. With assets of US\$3,099bn at 30 September 2024, HSBC is one of the world's largest banking and financial services organisations.