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## NEARLY HALF OF BRITS WILL BUY THEIR FOUR-LEGGED FRIEND A VALENTINE'S PRESENT

### ACCORDING TO RESEARCH FROM M&S PET INSURANCE

One in three (37 percent) Brits will send their dog or a cat a Valentine's Day card this year, while as many as four in ten (43 percent) will treat them to a gift, according to M&S Pet Insurance research.

In fact, nearly a tenth (eight percent) say their pet is more likely to get a Valentine's Day gift than their partner.

The [M&S Pet Insurance](#) research found that more than two thirds (70 percent) will spend as much or more than they did last year on a treat for their pet - an average of £36, with Brits aged between 18-29 planning to splurge the most (£41).

Four in ten (45 percent) say their four-legged friend will understand the gift is a special treat for the Valentine's Day.

A play toy (54 percent), edible treat (39 percent), special meal (29 percent) and a new outfit, [such as a dog jumper](#) (14 percent) were some of the most popular gifts the nation's animals are most likely to receive on 14th February, while one in six (16 percent) can expect an extra-long walk.

A trip to the grooming parlour (11 percent) and an at-home pamper session (10 percent) are other ways the nation's pet owners plan to spoil their furry friends this Valentine's.

The nation's love of their pets isn't just for Valentine's Day though, more than three quarters (80 percent) say that their pet should be involved in all celebrations, such as birthdays and Christmas.

Three quarters (75 percent) feel that their pet is part of their family, while two thirds (64 percent) get joy from seeing them happy.

Almost two in three (63 percent) say their pet has a positive impact on their wellbeing, with over half (60 percent) admitting they look forward to seeing their pets every day. And over half (54 percent) count sharing cuddles with them as one of the highlights of their day.

Highlighting how much our four-legged friends mean to us, four in ten (43 percent) tell their pet they love them every day, while a third (34 percent) say they have more photos of their pets on their phone than friends and family.

A fifth (20 percent) send a Valentine's Day card every year, as a demonstration of their love for their animal (49 percent), because their pet is a valued part of their life (48 percent) and because it makes them happy (47 percent).

While one in three (29 percent) don't want their pets to miss out on the Valentine's Day love.

# M&S BANK

Neil Rogers, M&S Pet Insurance, said: "It's great to see that many of us will be showing our beloved pets just how important they are, with a special Valentine's Day treat.

"Having a happy, healthy pet is a top priority for every pet owner, but coping with unexpected costs for veterinary treatment can be difficult.

"Taking out insurance – and selecting a policy that's right for you and your pet – can provide peace of mind for pet owners, and help to take away the worry of covering costly veterinary's fees."

However, over a quarter (26 percent) of pet owners do not have insurance for their animals, while a sixth (14 percent) admit to having it for some, but not all, of their pets.

Feeling that it's too expensive (43 percent), not feeling like they need it (22 percent) and not considering it worth the money (17 percent) are the main reasons for not taking it out.

Despite this, nearly half (47 percent) admit to having had to pay an unexpected bill for their pet in the past.

When asked about whether they would be able to pay the average veterinary bill (£817 according to the Association of British Insurers), more than a third (38 percent) said they wouldn't be able to cover the cost.

With Valentine's Day set to be a celebration of furry friends, M&S is the go-to for top treats to show you care. Customers have been showing the love all year round to their paw-some friends, with dog treats up 70% on last year, with sales expected to peak at Valentine's Day. And, especially for the occasion, within M&S stores there is an expanded range of Valentine's Day cards for pets due to popular demand. Online at [marksandspencer.com](https://marksandspencer.com), customers can find pet coats, beds and blankets to pamper their pet this Valentine's Day.

**ENDS**

**Notes to Editors:**

*Research of 2000 UK based adults commissioned by M&S Bank and conducted by Perspectus Global in January 2023.*

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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

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, while its travel money service offers one of the widest ranges of currencies available on the high street.

## **HSBC UK**

HSBC UK serves around 15 million customers across the UK, supported by 26,000 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.