



**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.

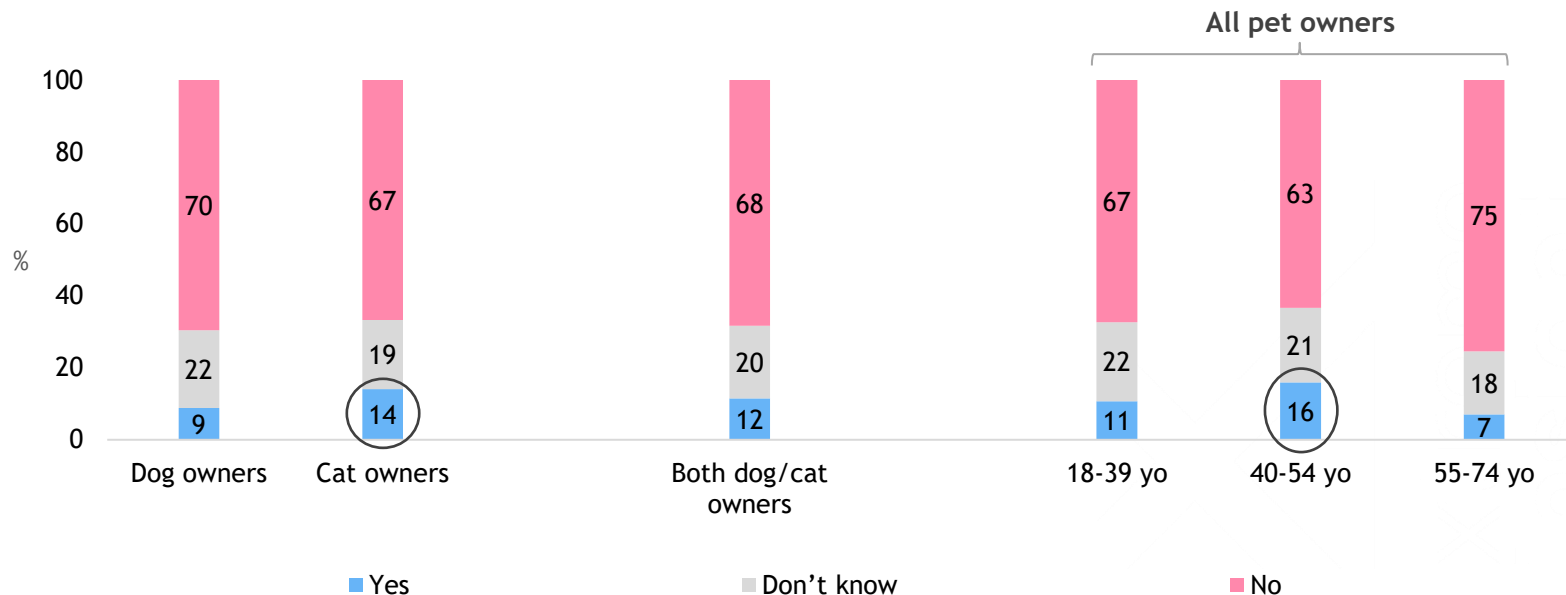




# Would the cost prevent you from getting another pet in the future?

Dog & cat owners.

Seeing the cost as an obstacle to getting a new pet is slightly more common among cat owners and the middle age group.



Would the cost prevent you from getting another pet in the future?

Base: Dog & cat owners.



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