

DISCOVER HOW:

Adcock Solutions reinvents Pet Care retailing and helps deliver dramatic results



FACTS:

56% of UK consumers own a pet

Pet Care market worth £5bn

Pet Food sector alone is worth £2.6bn

Discover how to tap into emotional needs in-store to drive Pet Care category loyalty & growth

No matter how long politicians fuel uncertainty, the nation's pets will still need feeding, grooming and caring for.

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Increase
Footfall



Drive
Sales



Improve
Conversion



Delight
Shoppers



PRIMARY GOAL: Deliver a Pet Care category that emotionally engages shoppers & generates sustainable growth

RESULTS:

Shopping
enjoyment up

34%



Weight of sale
up by

27%



Treat sales up

15%

To understand what Pet Care shoppers really want, comes from understanding their emotional engagement in-store

Phillip Adcock
CEO
Adcock Solutions Ltd.

