A new survey* of over 5,000 pet owners has highlighted the reasons for the growing obesity problem amongst our pets…

**Weight Management: Keeping Our Pets Healthy**

Over half of all cats and dogs worldwide weigh too much, yet only a quarter of owners would describe their pet as overweight.

**Why Aren’t We Spotting the Signs?**

Dog and cat owners are not proactively weighing their pets.

Almost a quarter of cat and dog owners overfeed their pet just to keep them happy, with 54% giving their cats or dogs food when they beg for it and 50% rarely or never carefully measuring out their food.

**Do We Still Think Food = Love?**

Half of cat and dog owners (50%) admit to feeding their pet all they can eat at each serving.

And over half (56%) recognise that they give their pets treats to get more affection.

**Why Should We Worry?**

Owners like to pamper their pets, but overindulging or misunderstanding the amount or type of food required can have serious consequences for pet health.

Like humans, pets need to be at a healthy weight; overweight pets may be more susceptible to diabetes, respiratory disease and joint problems, and they risk a shorter life span.

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*The survey was conducted online during January and February 2018. The total sample size was 5,309 cat and dog owners who were responsible for their pet’s health and well-being (Brazil 1,068; China 1,036; Russian 1,111; United Kingdom 1,023 and United States 1,071).