



Brits will do anything for their pets, according to research commissioned to launch the Face of Amazon Pets 2019, including moving home

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Nearly one in five UK pet owners claim to have moved to a new house to keep their furry friends happy

Almost half celebrate their pet's birthday, with a quarter confessing to baking them a pet-friendly cake and one in five even throwing them a 'pawty'

The nation believes their pets are worth the trouble as 80 percent confirm their pets help improve their mental health and nearly half (48 percent) say their pets have brought them closer to their partner

*The research was commissioned to celebrate the launch of the **Face of Amazon Pets 2019** competition which invites proud pet owners to enter by posting pictures and videos of their beloved animals on Twitter, Instagram and Facebook from today using **#AmazonPets2019** – www.amazon.co.uk/foap*

London, UK: 16th September 2019 – Nearly one in five (19 percent) UK pet owners have moved home to keep their pets happy according to a new study into the behaviour and attitudes of pet owners by Amazon to celebrate the launch of the **Face of Amazon Pets 2019** competition.

According to the poll of 1,500 pet owners across the UK, there is little we won't do to accommodate our 'purr-fect' pets' needs, with one in five (20 percent) confessing to changing holiday plans, one in seven (15 percent) living with allergies and one in 15 (6 percent) even changing jobs.

This devotion is reflected in the attitudes of owners towards their pets with 60 percent saying that people should get compassionate leave if their pet dies, one in three (32 percent) saying people should get 'peternity' leave when taking on a new furry companion and more than half of UK pet owners (55 percent) even saying they prefer pets to humans.

Pet owners in the UK spend £41 per month on average on their animal inhabitants, with one in four (23 percent) spending more on their pet's grooming needs than their own. Pets are treated like a member of the family with 15 percent confessing to having bought an item of fancy dress for their pet, while nearly half (47 percent) celebrate their pet's birthday every year, with top activities including buying new toys (64 percent), baking them a pet-friendly cake (24 percent) and even throwing them a party or 'pawty' (20 percent). 42 percent of UK pet owners also send birthday cards or presents from their pets to their friends and family.

The research shows however, that it's not all one way. Pet owners were unified in believing that having a pet helps them improve their mental health – a whopping 80 percent. They also believe that pets are capable of human emotions (71 percent) and nearly half (48 percent) said that owning a pet had brought them closer to their partner.

To celebrate the nation's pets and their proud owners, Amazon has launched a search to find a diamond in the 'ruff' to become the Face of Amazon Pets 2019 in the UK.

Pet owners nationwide are invited to enter from today – 16th September – by sharing their best pet picture or video on Instagram, Facebook or Twitter, stating why their pet should win and including the hashtag #AmazonPets2019. The competition closes at midnight on the 6th October, and the winner – selected by judging panel of pet experts – will be crowned this year's *Face of Amazon Pets*, winning a 'paw-some' prize package including a professional photoshoot, a £1,000 Amazon promo code and the chance to feature as the star of the *Face of Amazon Pets*.

To help owners get their best for their pets, Amazon has also launched Pet Profiles on Amazon.co.uk. Owners can fill out breed, age and preference information as well as upload their own 'puparazzi' shots to create a profile for their pet. Customers will then receive personalised product recommendations and amazing deals from the [Pet Supplies Store](#) on everything from pet food, treats and health supplies to toys, accessories and grooming products.

"Here at Amazon, we want to celebrate all creatures great and small by giving them a chance to be the Face of Amazon Pets and, with almost half of all UK households owning a pet, we're expecting the competition to be 'fur-midable'," said Matthew Redfearn, Pet Supplies Category Leader, [Amazon.co.uk](#). "We know the UK love pampering their pets which is why we're also delighted to launch [Pet Profiles](#) on Amazon to help our customers get great deals and personalised recommendations for their furry, scaly or feathery friends."

For more information on the Face of Amazon Pets 2019 competition, visit amazon.co.uk/foap

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Study conducted by OnePoll of 1,500 pet owners in the UK between 30th August – 5th September 2019

Notes to Editors:

Face of Amazon Pets UK is supported by [FRONTLINE®](#), vet-strength flea and tick protection for cats and dogs.

Suggested picture caption:

*A furrier, feathery and scallier type of model visited the Amazon Fashion Studio in London, Europe's largest dedicated fashion studio, to get picture 'pawfect' to launch a nationwide search for the Face of Amazon Pets 2019. The competition, which kicks off today, invites proud pet owners across the UK to enter by posting pictures and videos of their beloved animals on Twitter, Instagram and Facebook using **#AmazonPets2019**. amazon.co.uk/foap*

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