UK Pet Insurance Hypothesis test
Interest in ‘pandemic pets’ has been booming
Hypothesis

News outlets globally reporting a rise in pet adoption enquiries. Are we seeing a similar trend on search? How is that manifesting in pet insurance interest?
Pet insurance searches rose immediately after lockdown

5 days after lockdown, on 27\textsuperscript{th} Mar searches were at +94\% the Jan avg

Search volume (Indexed to 1\textsuperscript{st}-7\textsuperscript{th} Jan avg)
Clicks increased exponentially versus searches

While searches grew +94% on 27th Mar, clicks increased by almost 3.5x
Rebound analysis: Pet insurance

Analysis provides at-a-glance view on current commercial viability of pet insurance marketplace compared to times of relative normality. It is a technical analysis agnostic to external indicators.

- Short-term averages are on a continual upward trajectory
- This is raising long-term moving averages with it
- Market conditions continue to exceed the median for May’19 and May’18
Conclusion

• Lockdown has pushed people indoors for extended periods

• Pet adoptions are on the rise, a trend first observed late March

• Pet insurance searches & clicks have eclipsed Jan average

• The trend is growing, and the marketplace continues to grow

• First-time pet owners may be seeking knowledge on how to care for their pets as part of the insurance journey