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**From:** [REDACTED]  
**Sent:** 06 January 2026 15:20  
**To:** VetsMI <VetsMI@cma.gov.uk>; [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** Re: Blue Marble Research

Dear [REDACTED]

Thank you for the opportunity to comment on behalf of the RCVS in relation to the latest consumer research. We would offer the following comments:

- Our in-house researchers reviewed the survey report and were happy with the qualitative methods used and the careful way the report was worded by Blue Marble.
- As the survey was qualitative, we wouldn't be able to rely on percentages of participants responding one way or another, however we would echo the language of the report and may refer to it in future responses.
- We suggest the survey report should inform views about the proportionality and efficacy of the proposed remedies package when a final decision is made by the CMA.
- In particular we noted the following themes which we think should be taken into account:
  - Pet owners want transparency, i.e. what goods and services actually cost, and not to be surprised by added extras
  - Pet owners don't see value in the proposed pet health plan calculator
  - A vet practice/price comparison tool may be disproportionate as pet owners will realistically only be compare a couple of practices
  - The main criteria for choice of vet practice appear to be 'ease of access, personal recommendations and online reviews' which suggests price is less relevant and the proposed Find a Vet enhancement may not address some of these criteria
  - Pet owners don't want remedies that will increase the price they pay for goods and services.

Kind regards

[REDACTED]