

Original Paper

Dog Snowsuit Market Analysis: Consumer Behavior, Brand Positioning, and Strategic Recommendations

Jiayu Kang¹

¹ Sage Hill School, 20402 Newport Coast Dr, Newport Coast, CA 92657

Received: August 5, 2026 Accepted: August 21, 2026 Online Published: September 1, 2026
doi:10.22158/jbtp.v14n1p128 URL: <http://dx.doi.org/10.22158/jbtp.v14n1p128>

Abstract

This study examines the dog snowsuit market as a niche segment of the broader pet apparel industry, with attention to consumer behavior, brand positioning, product strategy, pricing, distribution, promotion, and sustainability. Using qualitative secondary research, evidence is drawn from academic studies, market reports, industry surveys, news coverage, and official brand websites. The analysis shows that demand is shaped by pet humanization, regional climate, dog size and physical needs, emotional attachment, and the growing willingness of owners to spend on products that combine protection with design. Brand comparison shows that these three brands fall into the categories of high-tech products, daily fashion and premium brands. There are three problems. First, the material claims of various prices are too similar to determine the product's value. Second, the brand should be both aesthetically pleasing and practical, comfortable, moveable, etc. Third, although people are starting to care about the sustainability of pet products, this is often not emphasized in marketing. Increase the openness of pricing by providing more detailed technical information, offer more flexible and mobile-friendly products, and strengthen the integration of genuine environmental protection at all links in the production and promotion process.

Keywords

dog snowsuit, pet apparel, consumer behavior, brand positioning, sustainability

1. Introduction

This paper examines the current market for dog snowsuits and explores related problems, such as prices, consumer demand, brand strategies, etc., in the pet industry. In recent years, the number of pet owners and their spending on pets have been increasing, thus expanding the market for pet products. According to a recent market report, the world's pet clothing market will be about 6.05 billion US dollars in 2025 and is expected to grow at a compound annual growth rate of around 6.31 per cent from 2026 to 2034 (Fortune Business Insights, "Pet clothing market size, share & industry analysis, 2026-2034", 2026). Dog snowsuits have seen an increase in both visibility and popularity recently, as people want to help their dogs stay warm in cold, snowy weather outdoors. Consumer needs and wishes are the foundations of the dog snowsuit market. With the rise of the concept of "pet-as-family", people's spending on pets has also increased; by 2025, in the US, the pet industry's expenditure was about \$158 billion, and around 95 million American households had at least one pet (American Pet Products Association, "U.S. pet industry reaches \$158 billion in 2025, poised for continued growth in 2026", Mar. 26, 2026). The

reason people want to buy a snowsuit is because they believe that their pets will be warmer and safer outside in the winter. CBS News published a news story about the same thing. Although the pet product market is expanding, veterinarians have noted that some dogs, such as short-haired, short-legged, very young, and older dogs, are more susceptible to cold weather (CBS New York, “How to keep pets safe during blizzard across New York, New Jersey area”, Feb. 23, 2026). It shows that the purchase motivation of the consumer is related to how they think their pet needs to live well, rather than just fashion. As a result, regional temperature and seasons have had an impact on the demand for products, prices and purchase intentions in the dog snowsuit market.

Three main problems in the analysis of customers and brands have been identified. First, the materials and attributes of the different brands are often very similar; thus, it is difficult for consumers to discern the actual value for money at various price points. Second, the brand should consider fashion and convenience together with size. The sizing systems of various brands and in different countries are often not uniform; thus, it is inconvenient for both consumers and producers, and poorly fitting products may also limit a dog’s movement. Thirdly, as consumers have paid more attention to materials, production, waste and the environment, sustainability has also become a concern. Given that the demand for dog snowsuits is relatively low in warm weather and high in winter, sales will fluctuate greatly with the seasons. Therefore, this paper will carry out all kinds of market research on various aspects, such as brand positioning, consumer needs and wants, purchasing intentions, visual design, sales channels, emerging product and sustainability trends in the dog snowsuit market, etc., to understand how brands are responding to these challenges.

2. Methodology

This study uses a qualitative secondary research method. Information was collected from academic studies, market research reports, industry surveys, news reports, and official brand websites. Academic sources were used mainly to support claims related to dog physiology, clothing fit, and comfort, while market and industry reports were used to examine market growth, consumer behavior, distribution, and sustainability. Official websites of brands such as Ruffwear, Canada Pooch, Hurtt, Non-stop Dogwear, and Moncler were used to compare current products, materials, functions, prices, and brand positioning.

The research applies customer analysis, the 4Ps of marketing, brand comparison, and a problem-recommendation structure. Because reliable market-size data specifically for dog snowsuits are limited, this paper treats dog snowsuits as a niche category within the broader dog clothing and pet clothing markets. Broader pet clothing figures are therefore used to show market direction rather than being presented as snowsuit-only sales. No primary survey or experiment was conducted, so the study focuses on identifying market patterns and business implications from existing secondary evidence.

3. Market and Consumer Analysis

3.1 Market Overview and Growth

The global dog snowsuit market is a niche market that has experienced steady growth in the past decade due to the increasing humanization of pets and the willingness of consumers to spend money on functional pet products. As there are no specific figures for dog snowsuits, the whole market of dog clothing will be used as a reference point. According to the above market research, the size of the dog clothing market in 2025 will be about 3.5 billion US dollars, and it is expected to grow to 6.1 billion

US dollars by 2036 at an annual growth rate of around 5.0% (Transparency Market Research, “Dog clothing market: Global industry analysis, size, share, growth, trends, and forecast, 2026-2036”, 2026). The main reason for this trend is that more people are treating their pets as family, so owners in North America and Europe are increasingly focusing on products that can keep their dogs warm and safe in the cold. North America is now a relatively large market for pet clothing, and many people have been able to afford pets. Europe is also in demand for weather-protective pet clothing, and Asia-Pacific is expected to develop rapidly in the coming years due to economic expansion, urbanisation and a growing number of pet owners (Grand View Research, “Pet clothing market size, share & trends analysis report”, 2026; Transparency Market Research, “Dog clothing market: Global industry analysis, size, share, growth, trends, and forecast, 2026-2036”, 2026).

The main companies in this area are Ruffwear, Canada Pooch, Hurtt and Non-stop Dogwear; they have all released various insulated, waterproof or water-resistant and reflective clothing for dogs. They all have specific reasons; some are for warmth, some to avoid rain, some to prevent snow accumulation, etc. Insulated snowsuits are very popular and suitable for cold climates as they can keep dogs warm and comfortable; thus, they meet the main needs of consumers in areas with harsh winters. The main materials for making dog snowsuits are polyester, nylon, fleece, synthetic insulation and stretch-fabric blends; they all have various strengths in durability, warmth, protection and flexibility (Canada Pooch, “The Dog Snowsuit”, 2026; Ruffwear, “Vert Coverall dog snow suit”, 2026).

The factors influencing people’s choice of a pet are the type of dog, coat, size, climate, etc. Small, short-haired dog breeds will have different cold-weather needs than large or long-haired dogs. Scientific research on dogs of different body sizes has shown that they have various metabolic differences, and small dogs have a higher mass-specific metabolic rate than large dogs (Middleton, R. P. et al., 2017). Although this paper does not directly examine dog clothing, it supports the idea that there are significant differences in body size. Therefore, owners of small, short-haired, short-legged, very young or older dogs may be more likely to believe that dog snowsuits are beneficial in cold weather (CBS New York, “How to keep pets safe during blizzard across New York, New Jersey area”, Feb. 23, 2026).

3.2 Customer Segmentation and Purchasing Behavior

Consumers of dog snowsuit products can be divided into different groups based on their age, location and other traits. Demographically, the main users of this product are people who own dogs; they generally come from middle and upper-class families and have the disposable income to spend a significant amount on pet supplies. As dogs make up the largest part of the pet apparel market, accounting for about 65.9 per cent of the total revenue from pet clothing in 2023, there is a large market for dog clothing and a higher probability that dog owners will purchase such items to keep their pets warm and safe outdoors (Grand View Research, “Pet clothing market size, share & trends analysis report”, 2026). The demand for dog snowsuits will vary according to the climate and region. People in North America and parts of Europe need to buy warm clothes for their pets. In 2023, the share of the pet clothing market in North America was 54.2% (Grand View Research, “Pet clothing market size, share & trends analysis report”, 2026). This figure covers the entire pet clothing market and not just dog snowsuits, but it shows that North America is a large market for pet clothing. Therefore, cold climates will increase people’s desire to have snowsuits for their dogs and boost the demand for such functional pet clothes. Psychological Factors are also influencing people’s purchasing decisions. As people’s sense of family has broadened, they are paying more attention to the well-being of their pets.

Many people buy dog snowsuits because they are warm and protective, as well as for emotional reasons. Under the concept of “pet as family”, owners are more willing to spend money on high-quality pet clothing to improve the health and outdoor life of their pets.

Some customers of dog snowsuit brands are more price-sensitive than others. Although some consumers have limited funds and therefore prefer the low-cost option, others are willing to pay more for good quality, higher performance, fashionable designs, and due to their affection for their pets. The above are the different groups of consumers. Companies and clothing manufacturers can produce products at all levels of price to offer both affordable and high-end choices for various consumers with different incomes. Brands should also consider the functional characteristics and design of the snowsuit; some customers are more focused on practicality and less concerned about appearance, while others place more value on style.

3.3 Emotional Consumerism and Pet Humanization

With the development of pet consumerism and emotional consumption among the public in recent years, products such as dog snowsuits for the dog clothing industry have become increasingly popular. With the rise of the “humanisation of pets”, dogs are now being treated more like family members than mere household pets. According to a Pew Research Center survey, about 97% of pet owners in the United States consider their pets to be family members (Brown, A., 2023). Younger-generation pet owners often go further and describe their pets in child-like terms. Vetster reported in its research that 48 per cent of Gen Z pet owners did not see any difference between their pets and actual children, presenting the concept of “pet parenthood” (Vetster Editorial Team, “Generational attitudes towards pet parenthood: A Vetster survey”, May 14, 2025). This way of thinking affects people’s behaviour to some extent, and they may buy things out of affection or for practical reasons. Brands in this industry take advantage of this mentality. Many companies have introduced matching outfits for pets and owners and themed costumes to capitalize on pet owners’ desire to integrate their pets into family activities. A 2025 Rover survey shows that 60% of Canadian pet parents planned to dress up their pets for Halloween and 46% planned matching or complementary costumes (Rover, “Get spooky with Rover: Your guide to a pet-friendly Halloween”, 2025).

4. Marketing Mix Analysis

4.1 Product Strategy

The product sector of the dog snowsuit market is divided according to function, material and design, and meets all kinds of needs for various environments. Products can be classified as insulated, waterproof or water-resistant, reflective, etc., and many products possess a combination of these features. Insulated dog snowsuits are a typical type that can keep dogs warm in very cold weather by having several layers of fabric and a warm lining made of fleece or other synthetic materials. These products are more commonly used in cold areas because the first need of pet owners there is to help their dogs stay warm and comfortable outside. Waterproof or water-resistant snowsuits are another type of product in the dog snowsuit market. Nylon and polyester are used as the materials for the design; they are not very absorbent and will not let in cold air. Finally, the reflective elements are to help dog owners see better in poor light. In addition to the above, products in the pet sector are also divided according to size and material to suit the different breeds and body sizes of dogs. Small sizes are relatively easy to manage because some small dogs are more vulnerable to cold, and large sizes are

needed to accommodate all kinds of dog breeds. Branding helps to distinguish the products of different companies in the dog snowsuit market.

Fit and Movement are also factors in the design of products. Kim and Chae (Kim, J., & Chae, Y., 2026) used 3D virtual fitting to find that clothing pressure in dog apparel varies with body size, movement and fabric type, and that the chest and abdomen are relatively high-pressure areas under some conditions. Therefore, dog clothing companies should focus on the comfort and freedom of movement of their products rather than only looking at appearance and material.

4.2 Pricing Strategy

The Price Strategy for the Dog Snowsuit Industry should consider the Brand's positioning, Product functions and Target consumers. Based on the good performance of high-end brands like Ruffwear, a relatively high price can be set for technical winter clothing; for instance, the Vert Coverall is around \$139.99 in the US (Ruffwear, "Vert Coverall dog snow suit", 2026). The high price is due to the excellent technical characteristics, weather-proof features and durability of the product. The first type is for users who need to use it for specific purposes and priorities function over everything else. Canada Pooch falls under the mid-range brand category and is generally less expensive than premium brands; for example, the price of its Snow Suit on the U.S. website is about USD 67 (Canada Pooch, "The Dog Snowsuit", 2026). Therefore, it will have a reasonable price point and be appealing to a wide range of consumers. Although these brands have different price points, they all offer a combination of aesthetics and fashion with the basic functionality of dog winter clothing. There are also some inexpensive options in the market, and through online retail platforms, they can attract more price-sensitive consumers. At the high end, Moncler's padded dog vest is priced at \$640 in the US; thus, the brand's prestige has allowed it to be significantly more expensive than other functional dog products (Moncler, "Padded dog vest: Moncler Poldo Dog Couture", 2026). All price ranges have factors that affect the price, such as material quality, insulation, design, waterproofing, reflective elements, construction, etc., as well as brand. With the increase in pet consumerism and spending on pets, many brands have been able to set higher prices; however, consumers need to understand what extra value is offered for this higher cost (American Pet Products Association, "U.S. pet industry reaches \$158 billion in 2025, poised for continued growth in 2026", Mar. 26, 2026).

4.3 Distribution Channels

Dog snowsuits can be purchased at traditional retail stores and on the rapidly developing online retail platforms of brands themselves or large-scale e-commerce sites such as Amazon and Chewy. Online stores have become more and more popular with the public due to their convenience, vast selection and space, and other reasons. Grand View Research (Grand View Research, "Pet clothing market size, share & trends analysis report", 2026) reports that the Internet is now the preferred way to purchase pet clothing. Younger generations, such as Generation Z and Millennials, are also very used to online shopping. However, physical retail stores are still relatively popular in the dog snowsuit industry. Pet special stores and boutique shops have functional products for pets, such as snowsuits, that need to be worn, so customers can feel their texture and compare sizes. Several small-scale distribution channels can also be set up, such as pop-up shops, outdoor retailers, grooming salons and other pet-service establishments, to get closer to the consumers and build brand trust through direct experience with the products. Recently, social media platforms have also started to be used for product discovery and sales. Brands are increasingly selling or promoting products directly on Instagram, TikTok and other similar platforms, and users can discover products and proceed to purchase in the same digital environment.

4.4 Promotion Strategy

Digital marketing and the use of influencers have greatly promoted the development of the dog snowsuit market. Instagram and TikTok are good for raising the profile of a brand on social media. The main reasons for this are the younger generations; data from the APPA National Pet Owners Survey show that about 56% of Gen Z pet owners and 32% of millennials learn about pet-care products via TikTok (Clarkston Consulting, “2025 pet care industry trends”, 2025). Brands often work with pet influencers to promote their products and have the influencers recommend products that fit their own lives on social media. A typical promotion plan is to distribute PR kits to influencers and have them post unboxing videos and other content. However, the actual effect of this plan will depend on how well it reaches the target group of followers, etc. Influencers with large or very active audiences can spread information widely and help brands spread the word quickly. Although the above promotion has shown some results, it also has some shortcomings. Sponsored posts and PR activities may sometimes have false or biased reviews; for instance, influencers feel pressure to spread the positive side of a product after working with a brand. Therefore, although this practice can promote the spread of products, it may also erode the trust of consumers who are more suspicious of paid promotions.

5. Brand Positioning and Comparison

The three divisions of the dog snowsuit market are classified according to consumer needs. First are brands that focus on functional design and aim to improve the performance of dogs in cold weather. Non-stop Dogwear is a company that designs dog clothing for active dogs who enjoy going out in nature, such as hiking and skiing. Protector Snow has four ways of stretching fabric and full-body coverage; it is convenient for dogs to move in, and there will be no snow or ice on their hair (Non-stop Dogwear, “Protector Snow: Full body dog suit”, 2026). Other brands, such as Hurtta and Ruffwear, have also begun to develop their own brands and now offer waterproof or weather-resistant, insulated dog clothing that is warm, protective, visible and durable. Hurtta’s Extreme Overall has a weather-resistant outer fabric, a heat-reflective lining, adjustability and reflective elements; Ruffwear’s Vert Coverall is waterproof and windproof, made of recycled polyester insulation, has stretch sleeves and reflective details (Hurtta, “Extreme Overall for dogs”, 2026; Ruffwear, “Vert Coverall dog snow suit”, 2026). The two are the company’s reasons to buy. Generally speaking, they market their products as professional or technical dog equipment that can help dogs stay safe, comfortable and flexible in various environments.

The second section is about design and daily wearability. Brands such as Canada Pooch offer winter dog clothes with good functionality and fashion in various colours and designs. Most of these products are for daily use in urban areas, so they need to protect dogs from the cold and look good too. The Value Proposition of the more design-oriented brands is the combination of function and form. They have released some warm goods for dogs that are also in style.

Finally, the third section is the high-end market for luxury goods. Moncler has released some high-end dog clothes based on its well-known human clothing line. Moncler’s new padded dog vest is in line with the style and materials of its famous coats, and it sells for a high price compared with other functional dog clothes (Moncler, “Padded dog vest: Moncler Poldo Dog Couture”, 2026). Moncler’s main value proposition is not performance or design; it is brand prestige. In addition to the need for warmth and protection, some customers are also looking for a way to enjoy a more luxurious life for

their pets. Moncler is, therefore, a brand that mainly addresses the needs of high-income earners who are eager to own luxury goods.

6. Key Problems and Recommendations

Problem 1: Limited Transparency in Material Quality and Product Value

A significant issue in the dog snowsuit market is that the materials of snowsuits at all price points are relatively uniform, causing confusion for consumers on how to judge the value of different products. Many brands are using the same kind of synthetic materials for all kinds of uses, such as performance-oriented Ruffwear and luxury Moncler; they all employ polyester, nylon, water-repellent coatings and insulating linings. Although the above materials are good for providing warmth and protection for dogs, they are available at all price points, and it is difficult for consumers to understand why the higher-priced ones are more expensive. Therefore, the purchase decision may be more influenced by brand recognition, aesthetics or the perception of a good brand, and if there is a significant performance gap among them, consumer confidence will decline. Consumers will not be able to know the actual use experience of these products as many brands advertise the same attributes, such as waterproof and insulated, without standard tests or comparisons. Some technology companies have released more specific information; for example, Ruffwear lists the waterproof rating and insulation weight of its Vert Coverall, and Hurтта has provided the weatherproofness and temperature of some winter products. However, the level of this information is not the same throughout the market. Therefore, it is difficult for buyers to know if the high-priced dog snowsuits are indeed better performing and more protective in cold weather.

Recommendation 1: Improve Material and Value Transparency

Therefore, high-end brands should present the values they offer to consumers in terms of measurable attributes of their products more clearly, such as durability, comfort and outdoor performance. For instance, the company may provide certain data on the thickness of the fabric, insulation and weight, waterproof rating, breathability, wear-test results in bad weather, etc. Show that their products are better than the cheaper ones, and thus the high-end brands will further distinguish themselves from the low-end ones. Show the differences more clearly and provide corresponding data so that the brand can help consumers make an informed choice and justify the higher price. Add new items and various categories to the existing product list, such as light-winter daily wear, high-performance outdoor clothes, and luxury fashion-oriented snowsuits, to meet all the diverse demands of different consumers. A more professional division of labour would help people compare products according to their functions and applications, rather than just by brand or look. Therefore, raising the prices of products with good performances and making these prices more transparently known will increase the trust of the public.

Problem 2: Balancing Fashion and Function

Another problem of the dog snowsuit market is the emphasis on either aesthetics or functionality; a good product should be based on the needs of both people and dogs. Some brands have given more weight to appearance than to insulation, fit or a dog's freedom of movement. This imbalance is partly due to the humanisation of pets, but it is also the result of dog apparel increasingly becoming a symbol of aesthetic taste, purchasing power and even social status for dog owners. Therefore, dog snowsuits are now both necessities for keeping dogs warm and safe and wishes that owners wish to fulfil for their pets. However, when brands focus too much on the fashion value of their products, the function and

practicality of snowsuits may be neglected. If the brand only focuses on function, it will also ignore the emotional and social reasons people buy dog clothes. Therefore, one of the problems in the market for dog snowsuits is how to reconcile the various and sometimes conflicting requirements of design and function.

Recently, some studies have looked at this problem in pet clothing. Kim and Chae (Kim, J., & Chae, Y., 2026) found that simulated clothing pressure is different for different sizes and activities of dogs, and the chest and abdomen can be under relatively high pressure in some cases. Therefore, fit and movement should be regarded as an attribute of function, not as a problem to be fixed later.

The norms of the pet community and social media have also increased public expectations of what a “good” pet owner should be able to do. Psychologically speaking, the reasons for a person’s purchase decisions can be classified into many categories. At the basic level, owners want to provide their dogs with warm places and safety from the elements. At a basic level, pet owners are looking for some emotional fulfilment in the form of caring for their pets. Finally, at the social level, buying dog snowsuits can satisfy the desire for a sense of belonging or even status in pet-owning communities; often, such dog apparel is regarded as a symbol of good taste, economic ability or social identity.

Recommendation 2: Develop Modular Designs for Function and Style

A possible solution to the above problem is to separate the two values if they cannot be harmonized in a single design. If aesthetics and practicality cannot be optimized simultaneously, an alternative is to separate the two values and not force them to compromise with each other. A brand can develop a basic layer that is simple, insulating, waterproof or water-resistant for dogs, and then add fashionable outer layers or other designs according to the aesthetic and style needs of dog owners. Brands should also improve sizing guidance by using multiple measurements such as chest girth, back length, and neck circumference, and should test products during different movements rather than only evaluating how the clothing looks when a dog is standing still.

Problem 3: Sustainability as a Secondary Selling Point

Another prominent issue within the dog snowsuit market is that, although many consumers are interested in making environmentally responsible purchases, brands do not always address this aspect of consumer needs clearly. According to NielsenIQ (NielsenIQ, “Greener tails ahead: Sustainability gets real in pet care”, May 4, 2026), certified sustainable pet-care products have reached a sales figure of 2.6 billion US dollars and have performed well in the pet sector. According to the above statistics, almost half of pet owners are aware of the ecological impact of production and will lose confidence if the company’s sustainability announcements are not specific. Although the above evidence covers the entire pet-care market and not just dog snowsuits, it shows that sustainability is gradually attracting the attention of pet owners. However, many companies still advertise pet clothing on social media mainly through aesthetics, seasonal trends and lifestyle content. Therefore, sustainability will be given less attention in marketing and will not be able to attract the same kind of long-term interest from the public. Given that the dog clothing industry is significantly driven by online communities and social media, brands are failing to take advantage of these platforms to spread the idea of sustainability and environmentally friendly consumption.

Recommendation 3: Integrate Sustainability into Product and Promotion Strategy

Therefore, the promotion plan of the brand will be more environmentally friendly in the future. Sustainability should be promoted by the company as an important part of its brand, and all claims of sustainability need to be explained simply to the public. Fetch The Sun has promoted eco-friendly dog

and owner clothing made from organic cotton and recycled polyester, and it has also announced an animal-shelter donation project (Fetch The Sun, “Fetch The Sun’s sustainability mission”, n.d.). Bohemi Australia is also committed to ethically sourced hemp and sustainable materials, and it has announced that it will donate at least 5% of its profits to animal rescue and environmental charities (Bohemi, “Bohemi: Hemp dog wear since 2018”, 2026). These brands have done well in increasing the participation of their communities by spreading the concepts of sustainability and ethics through their branding.

Recycled and low-impact materials should be used in production to reduce manufacturing waste, increase the durability of the products, and create a more open supply chain; thus, consumers will be more aware of the environmental impact of each product. Brands can organize all sorts of environmentally friendly activities and community events for their fans, such as pet clean-up walks, recycling old pet clothes, repair or take-back programs, and seasonal “sustainable pet fashion” events, to increase the environmental awareness of consumers and motivate them to participate. In short, by promoting good ecological practices, the brand can enhance its relationship with consumers and inspire more people in the dog snowsuit market to be environmentally aware.

7. Conclusion

In conclusion, the dog snowsuit market reflects the broader transformation of the pet industry, where pets are increasingly viewed as family members and consumers are more willing to invest money in products that provide comfort and safety. As the market continues to grow globally, brands must adapt to changing consumer expectations that go beyond warmth and protection. This research demonstrates how purchasing decisions are strongly shaped by emotional attachment, regional temperature, functionality, aesthetics, price, fit, and growing concern about sustainability. There are some problems within the dog snowsuit industry as well. To solve the problems, the brands should increase the value of their products, create designs that meet people’s practical and emotional needs, improve sizing and movement-based product tests, adopt more sustainable practices, and build a community of participants and consumers.

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