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Like a son but cheaper—harried South Koreans pamper pets instead of having kids

胜似子女，但更省钱——烦恼缠身的韩国人溺爱宠物，却不要孩子

Kang Sung-il buys Sancho, his Pomeranian, a toy every business trip and this Lunar New Year holiday will dress him up in a new \$50 suit to visit 'grandma', Kang's mother.

康成日（音）每次出差都会给自己的博美犬桑乔购买一个玩具。今年农历新年假期，他还会给桑乔穿上一套价值 50 美元的新衣服，带他去拜访“奶奶”，也就是他的妈妈。

Kang and his wife say children are too expensive and bring too much pressure. Instead they have opted to shower Sancho with love and gifts.

康成日和他的妻子表示，养孩子成本太高了，而且带来过大的压力。他们选择把爱和礼物都转而倾注在桑乔身上。

They are not alone. South Korea's pet industry is booming, fuelled by the same factors that have made the country's birth rate, at 1.05 births per woman, the lowest in the world: the high cost of education and housing as well as extremely long working days.

他们并不是个例。韩国的宠物产业正蓬勃发展，韩国的生育率却是全球最低的，只有 1.05。这两件事都因相同的因素愈演愈烈：高昂的教育和住房成本，以及极长的工作时间。

“Social pressures in South Korea are such that parents are required to provide resources for decades from private schooling to tutoring to art classes,” said Kang, a 39-year old manager of a pet funeral home.

康成日是一名 39 岁的宠物殡仪馆经理，他说：“韩国的社会压力非常大，以至于几十年来。父母都被要求为孩子提供各种资源，从私立学校到家教，再到艺术课程。”

On top of education expenses, an average South Korean household must budget roughly 12.8 years of income to buy a mid-range home, compared to 8.8 years in 2014, data from KB Kookmin Bank shows. Adding to their stress, South Koreans work the third most hours per year among OECD nations, lagging just Mexico and Costa Rica.

来自韩国国民银行的数据显示，除了教育支出以外，一个普通韩国家庭需要在家庭预算中，安排大约 12.8 年的收入，才能买一套中档住宅，而这个数字在 2014 年是 8.8 年。雪上加霜的是，韩国人每年用在工作上的时间在经合组织（OECD）国家中排在第三位，仅次于墨西哥和哥斯达黎加。

Pet-owning households have surged to 28 percent of all South Korean households in 2018, compared with 18 percent in 2012, government data shows.

韩国政府数据显示，韩国家庭养宠物的比例在 2018 年激增至 28%，而这个数字在 2012 年为 18%。

That in turn has spurred a flourishing pet care industry whose offerings include tailored pet diets and high-priced photo shoots. Pet-related startups are also in vogue with venture capitalists.

这相应地又促进了宠物护理产业的繁荣，目前，宠物护理产业还提供定制宠物餐以及高价摄影等服务。与宠物相关的初创企业也受到风投资本家的欢迎。

The South Korean pet-related industry was worth 2.7 trillion won (\$2.4 billion) last year, and that could more than double in size by 2027, according to the Korea Rural Economic Institute.

根据韩国农村经济研究所的数据，去年韩国宠物相关产业的规模达到 2.7 万亿韩元（24 亿美元），到 2027 年，这个规模可能会增长一倍以上。

-----文章来源 / 路透社

重点词汇

harry/'hæri/: v. 不断索要；不断烦扰

- 例句：She has been harried by the press all week.

pamper/'pæmpər/: v. 精心照顾；娇惯

- 例句：You should really pamper yourself.
- 近义词：spoil

shower/'ʃaʊər/: v. 大量给予

- 搭配短语：shower sth. on sb.
- 例句：We will shower gifts on her.
- 搭配短语：shower sb. with sth.
- 例句：We will shower her with gifts.

fuel/'fju:əl/: v. 为...添加燃料；刺激；加强

- 例句：His words fuelled my anger.

funeral/'fju:nərəl/: n. 葬礼

- 例句：It's / That's your funeral.

on top of: 除了...之外还有

- 英文释义：in addition to
- 例句：On top of that, it started raining.

budget/'bʌdʒɪt/: v. 制定预算，计划开支

- 词性拓展：budget (n.)
- 搭配短语：household budget (n.) 家庭预算
- 搭配短语：budget for
- 例句：We've budgeted for a car. 我们已经预算好了一辆车。
- 例句：You plan to budget 500 yuan for food. 你计划预留500元购买食物。

lag/læɡ/

- v. 缓慢移动；掉队
- 词性拓展：lag (n.) 时间间隔，延搁
- 搭配短语：jet lag (n.) 时差
- 搭配短语：lag behind 落后
- 例句：The little boy lagged behind his parents.
- 例句：One horse lagged the others throughout the race.

surge/sɜːrdʒ/: v. 激增，剧烈上升

- 英文释义: to suddenly increase

in turn: 相应地；轮流

- 英文释义: as a result of something

flourishing/'flɜːrɪʃɪŋ/: adj. 茁壮成长；繁荣；蓬勃发展

- 近义词: booming

in vogue: 正在流行

- 例句: The vogue is to keep pets.
- 例句: Keeping pets is in vogue.

venture/'ventʃər/: n. 商业冒险；投机活动

- 搭配短语: Venture Capital 风险投资