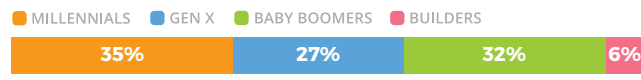


SAY HELLO TO

John & Jane

THE MODERN PET CONSUMER

MILLENNIALS PULL AHEAD



Where Baby Boomers previously accounted for the largest segment of dog, cat, and bird owners, the current data shows that Millennials have replaced them as the largest demographic of pet owners.

HOW THEY'RE SHOPPING

Despite the fact that **54%** of consumers still prefer to shop in a store, more than 3/4 (That's 77%!) of them think that the online customer experience will eventually surpass the brick-and-mortar customer experience.



54%
SHOP IN STORE



46%
SHOP ONLINE



Roughly eight-in-ten consumers are online shoppers; **29%** buy online on a weekly basis!

69% Have bought a product online with standard delivery.

41% Have bought online and picked up in-store.

THEY'RE ALWAYS CONNECTED



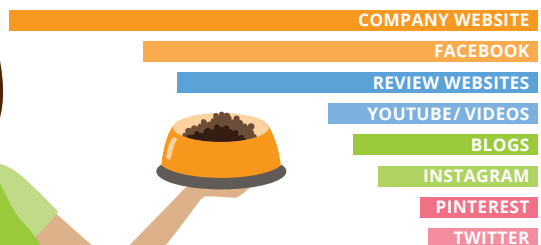
63%
FEMALES



73%
MALES

Latest studies show smartphone owners in the U.S. don't go an hour without checking their phone.

HOW THEY GET INFORMATION



Modern consumers are paying more attention to social media when it comes to making their purchasing decisions.

34%
Turned to social media to air their feelings about a company and experience.

72%
Of all consumers research products online prior to making any purchases.



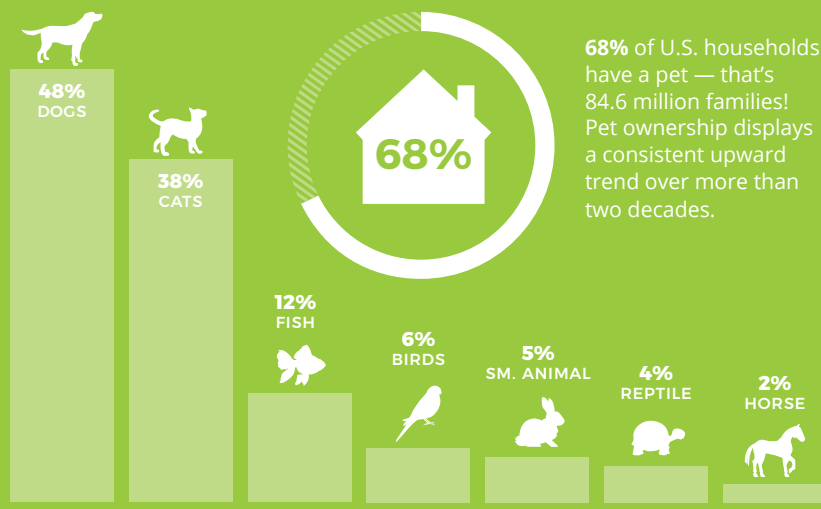
48%
DOG OWNERS



42%
CAT OWNERS

Nearly half of all cat and dog owners turn to the internet when seeking information for or about their pet.

PET OWNERSHIP STATS



CONSUMER QUICK FACTS

- ✓ **95%** of all pet owners consider their pets to be a part of their family and purchase products to reflect this.
- ✓ **77%** of millennials are more likely than any other generation to get a dog or cat while unmarried and not a parent.
- ✓ Nearly **68%** of consumers claim brand name is important to them when it comes to purchases for their pets.
- ✓ **76%** of millennials are likely to "splurge" on pet products like high quality treats or a cozy bed.
- ✓ **55%** of all pet owners worry about the ingredients in the food they feed their pets, like GMOs, fillers, and by-products.