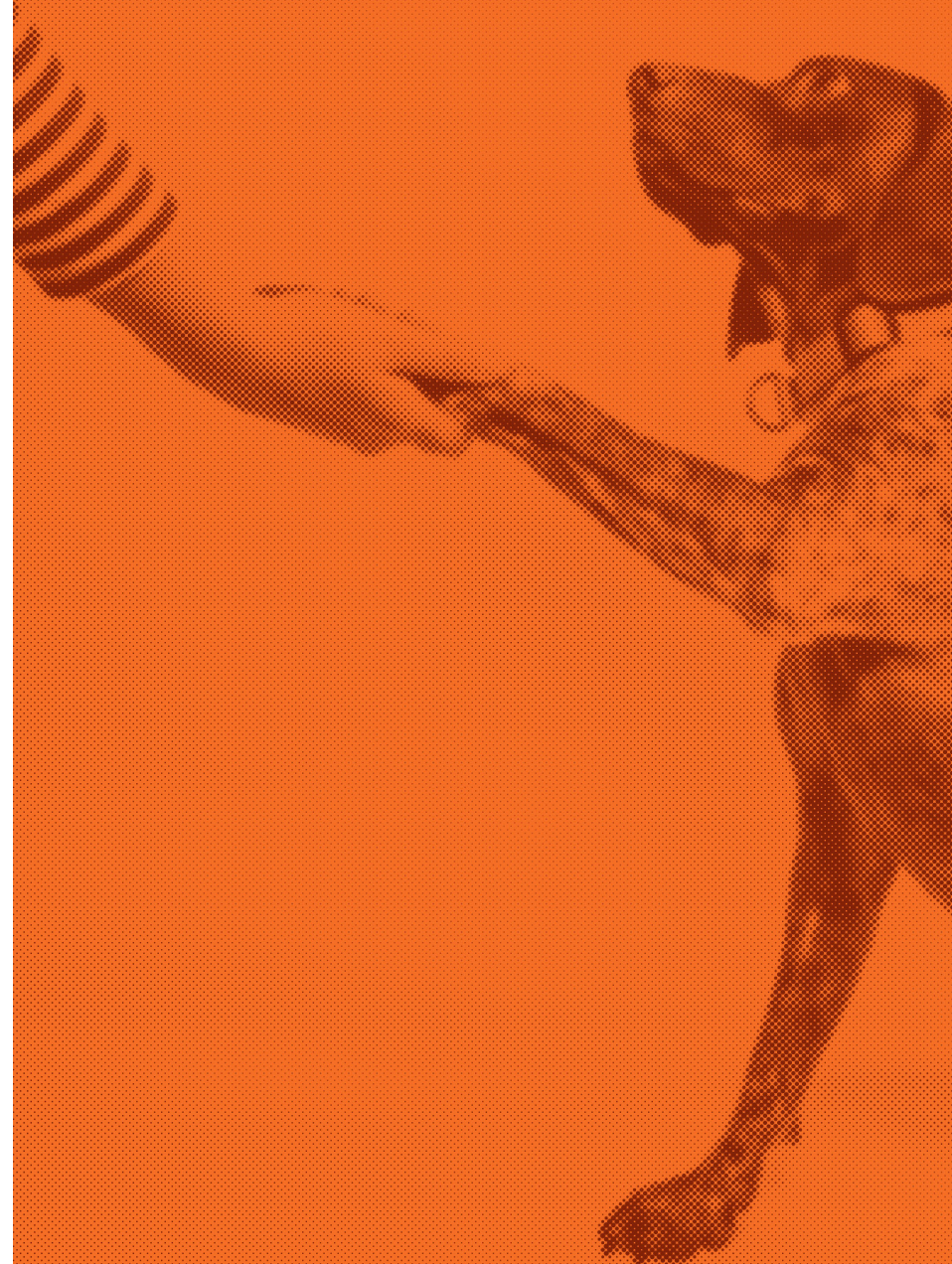




2019 US PET INDUSTRY STUDY

bigeye



In this report,
backed by research
from over 780 pet
owners across the
United States, you
will learn:

- The **behaviors and attitudes** that characterize different groups of pet owners
- **Key decision factors** that owners use to make purchases for their pets
- How pet owners **interact** with various advertising formats
- What prompts pet owners to **try new products** and services

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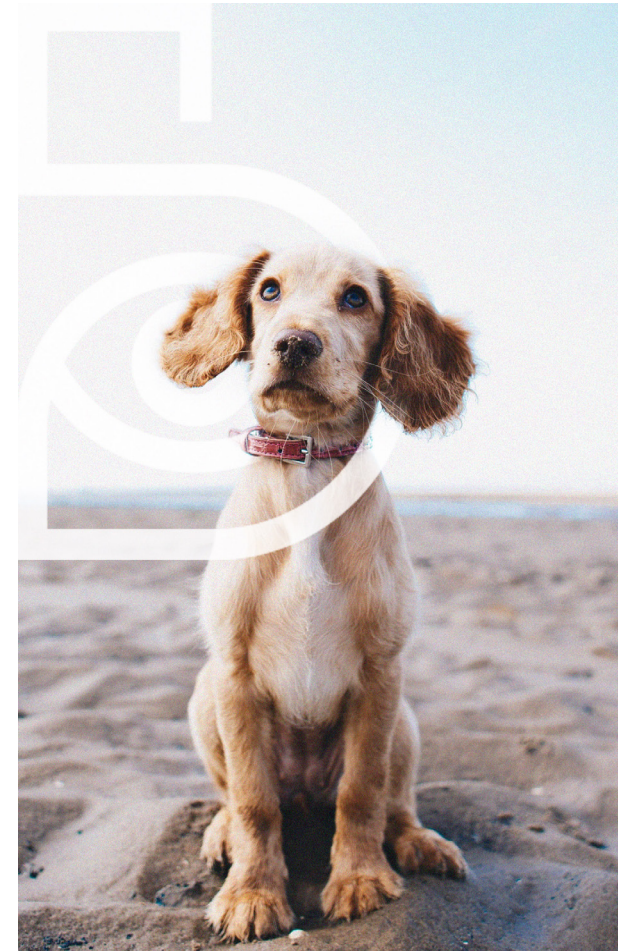
Introduction

This Pet Industry Study, conducted and published by Bigeye, focuses on the purchasing behaviors and attitudes of pet owners across the United States.

In 2019, \$75 billion will be spent in the US on pet-related products and services, reflecting significant growth in the industry over the last three decades. The percentage of US households that own one or more pets has grown from 56% in 1988 to 67% today – an estimated 85 million households.

Pet food is a fairly concentrated industry with the top five companies accounting for 41% of global sales, but in recent years, new entrants have brought increased competition to the US market.

While store-based retail still accounts for the majority of pet food and product sales, e-commerce has been gaining significant traction in the US due to PetSmart's acquisition of pure-play retailer Chewy, omnichannel strategies adopted by Target and Walmart, competition to the US market. and Amazon's broader range of pet care offerings.



¹ “Pet Industry Market Size & Ownership Statistics,” American Pet Products Association, accessed September 10, 2019, https://www.americanpetproducts.org/press_industrytrends.asp

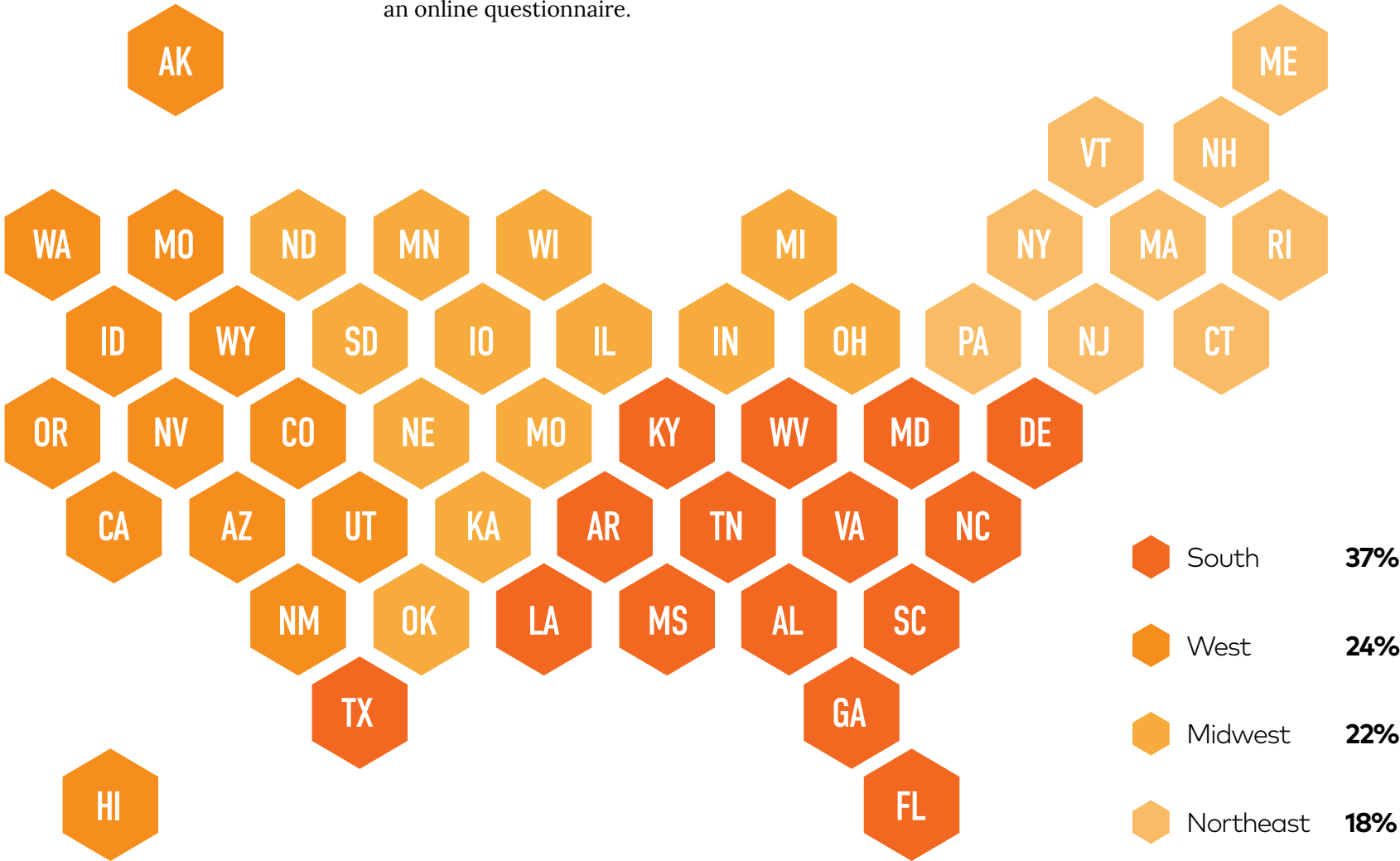
² “APPA Releases Findings from New 2019-2020 National Pet Owners Survey,” American Pet Products Association, March 21, 2019, https://www.americanpetproducts.org/press_releasedetail.asp?id=192

³ “Pet Care Latest Research: Key Highlights,” Euromonitor International, accessed September 10, 2019, <https://blog.euromonitor.com/pet-care-latest-research-key-highlights/>

This Original Report from Bigeye Provides Fresh Insights into the Buying Habits and Attitudes of the Owners of Domestic Pets across the US.

The research data in this report was collected by Bigeye in July 2019 from a sample of 784 adults located across the United States. Screened for pet ownership, with a household size of 5 or fewer people, and an age range from 25 to 55, respondents completed an online questionnaire.

Bigeye’s sample reflected US population geographic distribution and demographic characteristics, split evenly between females and males. For reporting purposes, we have grouped respondents in four geographic regions shown in the accompanying visualization: Northeast (18% of respondents), South (37%), Midwest (22%), and West (24%).





Pets & Owners

Dogs and Cats are the Most Popular Pets.

Pet ownership in the US revolves largely around dogs and cats: 75% of respondents in our study own a dog and 46% own a cat. Ownership of other pet types are more modest: fish (10%), bird (6%), and small mammal (4%). The domestic market for food, products, services, and care is largely focused on dogs and cats.

Most Own Just One Pet.

A single pet is the norm for most respondents (66%), while 25% have two

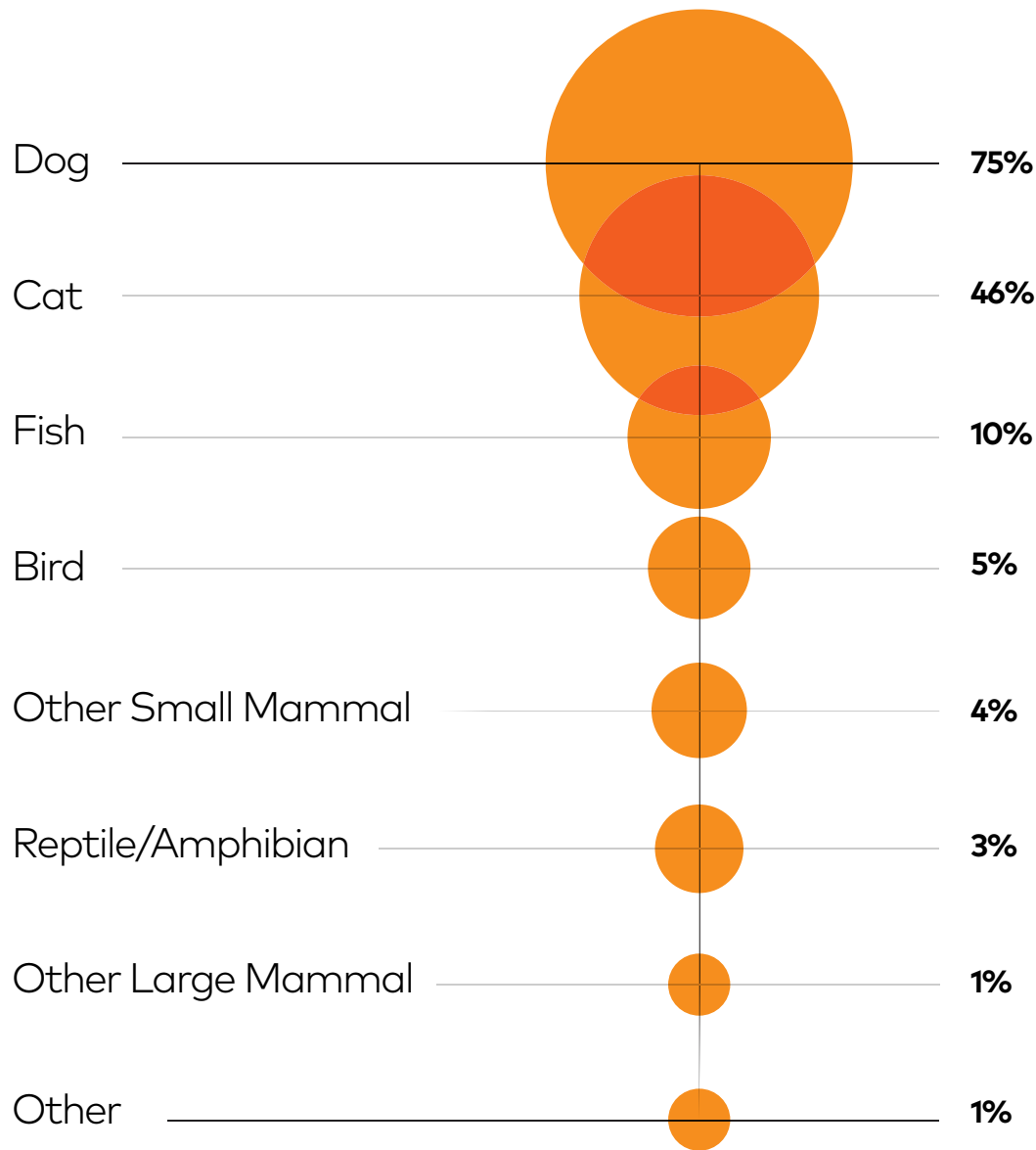
pets and 9% have more than two. One pet is most prevalent among owners living in apartments, townhouses and condos; multiple pets are more likely among cat, bird and fish owners living in single family homes.

The number of pets owned tends to increase with the number of people:

Owners in multi-pet households show some different choice patterns that may result from having family members available to provide backup care and tending.

66%

Own One Pet.



Question: Do you own or keep any pets? Multiple-choice n = 784 Margin of error ±3.5%

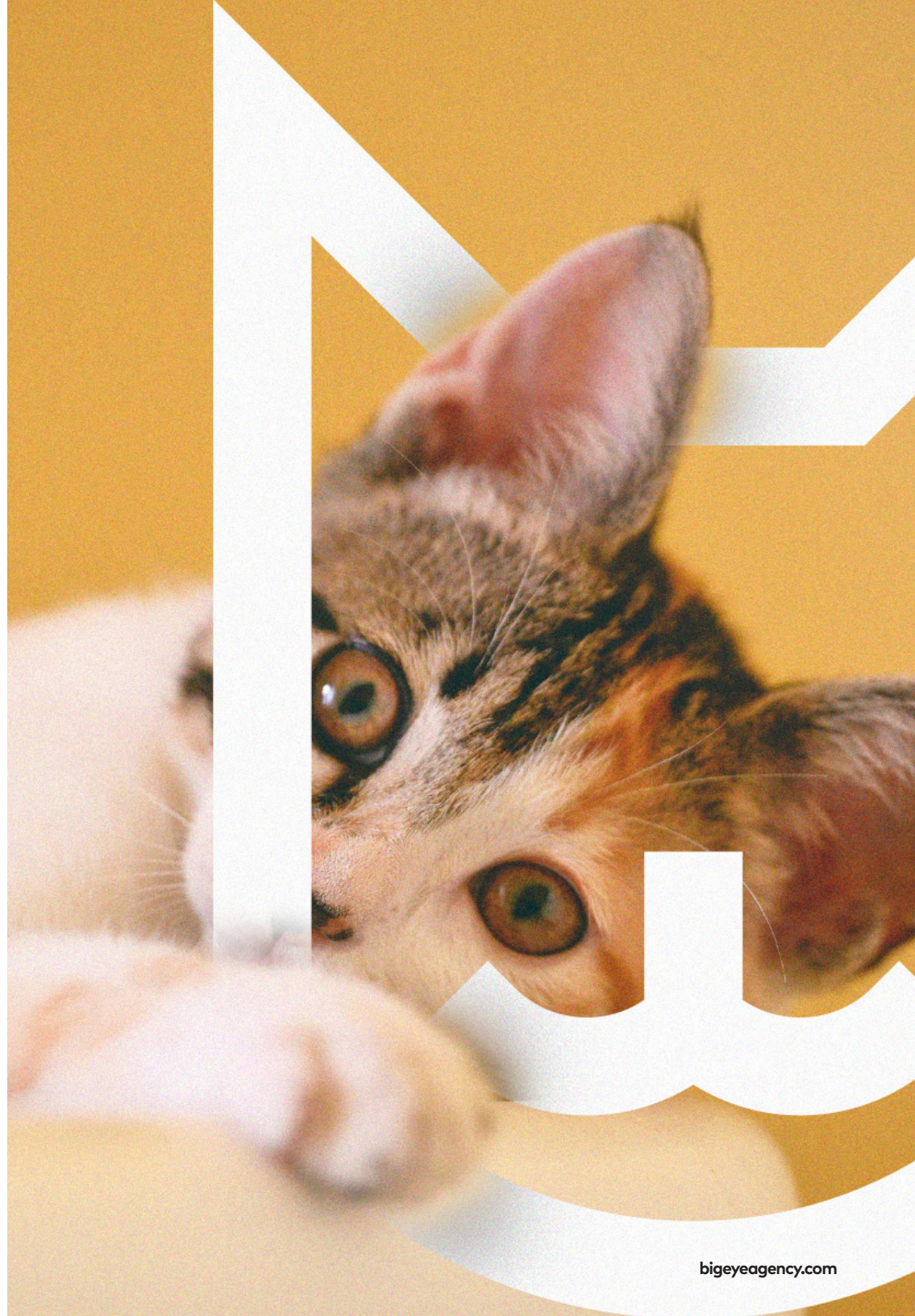
Dogs and Cats are the Most Popular Pets in the US.

Pets Are Members of the Family.

Most pet owners (95%) consider their pet either probably (12%) or definitely (83%) a member of the family. Responses were consistent from owners across regions, within different household income bands, and all age ranges. The overall result is illuminating about how owners view their pets – and how this humanization influences pet products, services, and brand premiumization.

95% Of Owners Consider Pets Members of the Family.

**The Domestic
Market
for Food,
Products,
Services,
and Care
is Largely
Focused on
Dogs and Cats.**



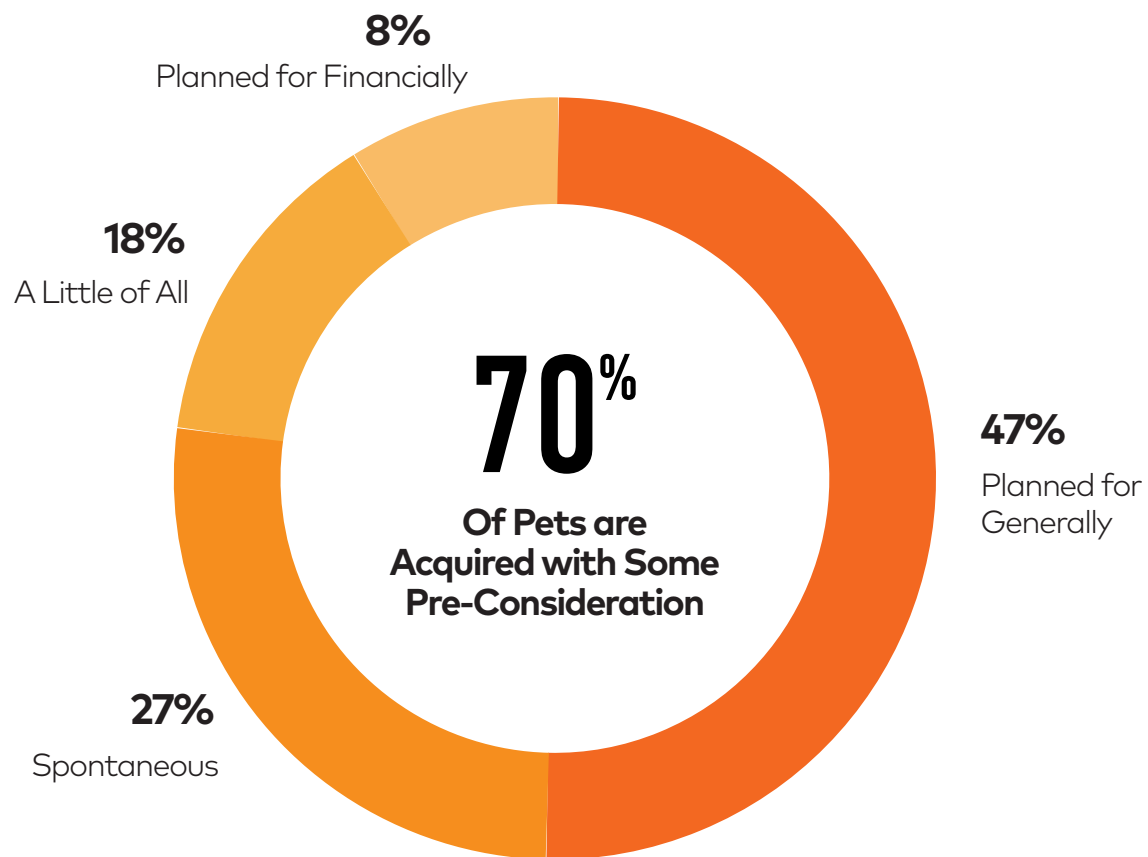


34%

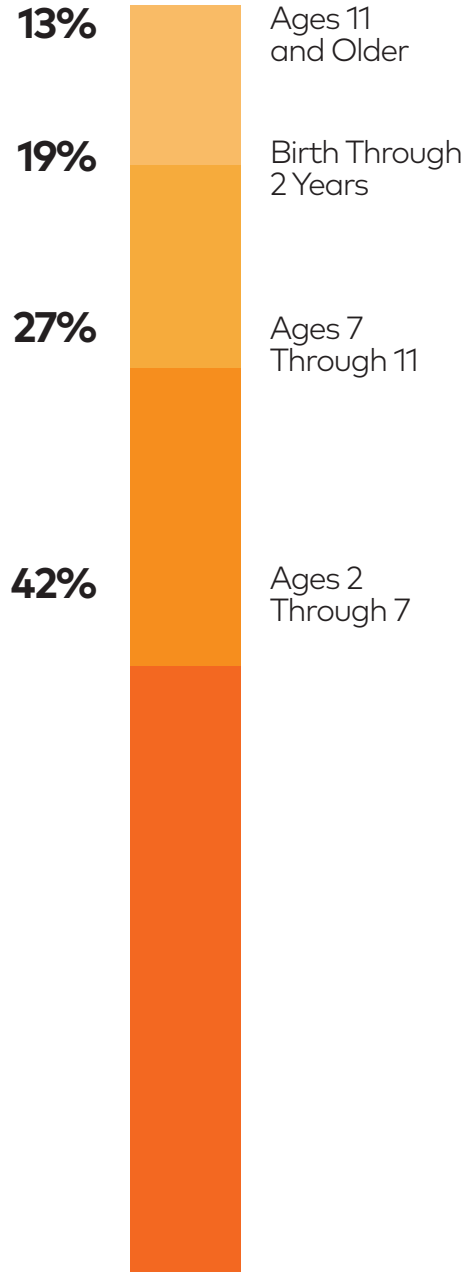
Of Owners say
Their Pet Influenced
Where They Live.

Pre-Consideration Before Owning a Pet.

When planning for a pet, **more than 70% of pets were acquired with at least a degree of pre-consideration**, while spontaneity prompted 27% of them. Higher percentages of women, those earning \$35-50K, living in rural areas, and who got their pet from a friend or relative tend to be more spontaneous than other segments.



Question: Was getting your pet a spontaneous decision or something you planned for, financially or otherwise? Multiple-choice n = 784 Margin of error ±3.5%



The Best Time to Introduce a Family Pet is When Kids are Aged 2 to 7.

In a separate study undertaken on the research platform Suzy, Bigeye asked 503 mothers the best age for a child to be when a pet is introduced into the home: in open-ended responses, forty-two percent indicated that ages 2 through 7 are optimal; 27% said ages 7 through 11 years.

Pets Influence Where Owners Live.

About one-third of all owners say their pet has influenced where they've chosen to live (34%). This is even more likely among owners with two pets, and especially among those living in apartments in urban areas.

Forty-eight percent of pet owners aged 25-34 say their pets influenced where they live - more than twice as likely as those aged 45-55 (21%).

Question: How old should a child be before purchasing/adopting a pet for the household? Open-ended, n = 503 Margin of error ±4.3%

Most Pets are Purchased or Adopted.

Overall, pets are either adopted (36%) mostly from a shelter, or purchased (39%) mostly from a breeder (21%), but also from stores (13%), or online (5%). Friends and relatives are a source for some (14%), while 7% report taking in a stray. Whether owners bought or adopted their pet seems to mark a significant difference in the type of owner; more people adopt in the West, in the suburbs, and in two-person households.

36% Of Pets are Adopted.

Purchasing Behaviors

Pet owners purchase a variety of items on a regular basis with food items topping the list including treats (73%), specialty food (54%), and store brand food (41%). 62% of owners purchase toys. Further down the list are medicine and pet sundries such as grooming supplies, bedding, and accessories. Apparel and training aids close out the list of regular purchases.

Most Owners Spend Less Than \$100 per Month on Pet Products.

Spend is comparable across most segments of interest. Overall, 76% spend less than \$100 per month on pet items. For 45% of owners this adds up to between \$600 and \$1,200 per year.

Nineteen percent spend up to \$2,400 annually. Owners in the Midwest are a bit more frugal than other regions and people in the Northeast spend a little more on treats than those in other regions.

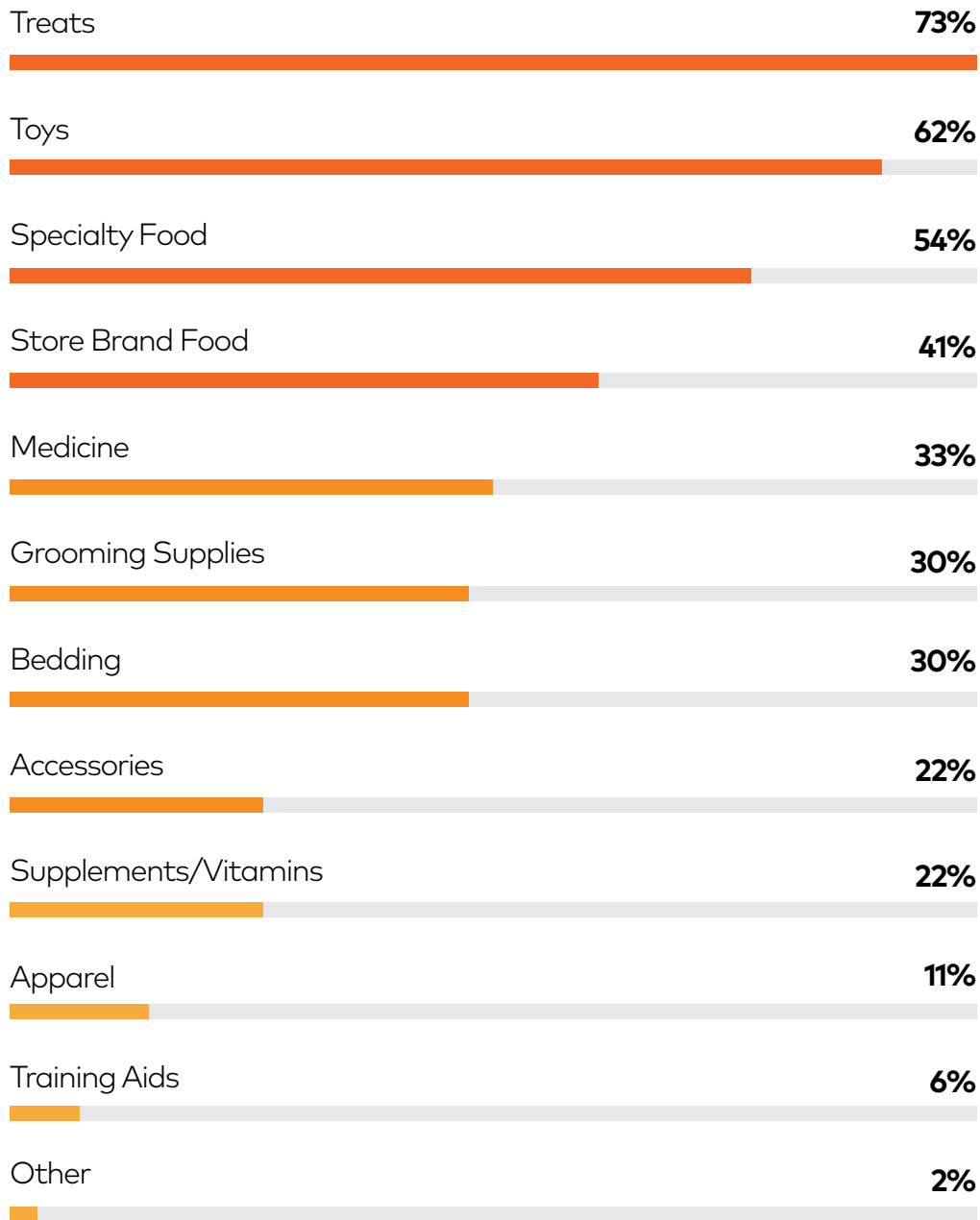
Younger Owners Spend More and the Most Generous Owners Live in the South.

Owners aged 25-34 are more than twice as likely than those aged 45-55 to spend over \$200 per month on products for their pets. The most generous owners are found in the South, where 36% of those spending more than \$200 per month are located; owners in the West represent just 15%.

Younger owners are less likely than those aged 45-55 to buy treats. Almost fourth-fifths of older owners (79%) indulge their pets compared to 65% of people aged 25-34.

Almost Half Purchase Pet Food at a Grocery or Department Store.

Forty-eight percent of respondents purchase their pet food from grocery or department stores and 31% buy their food from a pet retailer. Seventeen percent of purchases are made online.



Treats and Toys Top the List of Pet Product Purchases.

Question: What kinds of items do you purchase for your pets on a regular basis? Multiple-choice
 n = 784 Margin of error ±3.5%

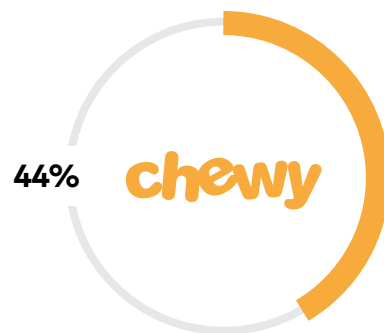
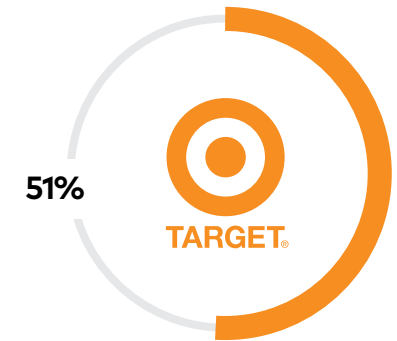
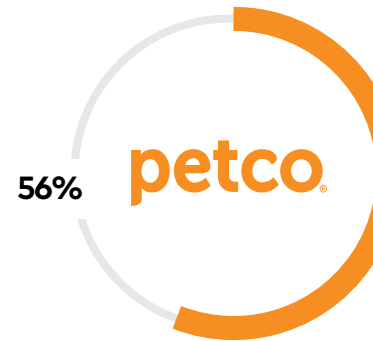
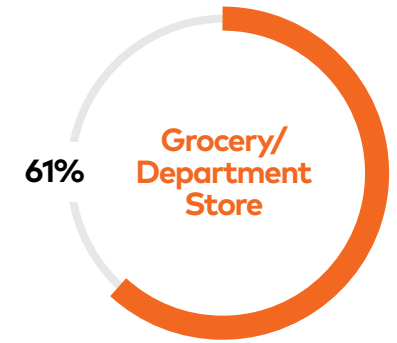
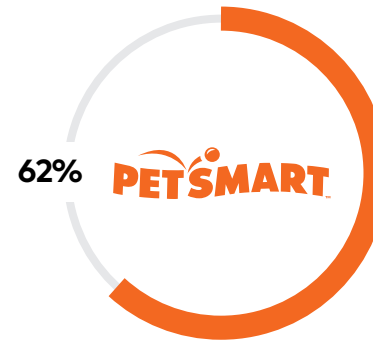
33%

Of Reptile and Amphibian Owners Reported Purchasing Food Once a Week.

Walmart, PetSmart and Grocery Stores are Most Frequently Shopped.

With growth in specialty pet categories, large retailers are exploiting the trend by broadening their offerings to stay relevant. For those with a brick-and-mortar presence, in-store purchases outpace online purchases – but all offer omnichannel. Individually, Walmart tops the list: 66% shopped for pet products there in the past year; PetSmart (62%), Petco (56%) and Chewy.com (44%) top the list of pet-specific retailers.

Owners in the West were more likely than those in other regions to purchase in-store at Petco, and much more likely to purchase from Costco or Sam's Club. Owners located in the Northeast were much more likely than others to purchase from drug stores such as CVS, Walgreens, and Duane Reade. These variations may be due to the number and availability of stores in each region.



Question: In the past year, which of the following retailers have you purchased pet products from? Multiple-choice n = 784 Margin of error ±3.5%

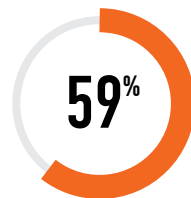
Food is the Primary Category for Owners Who Participate in Pet Subscription Services.

One-third of owners (34%) participate in one or more pet-related subscription services. Among those owners that subscribe, 63% do so for food, while just over half (52%) subscribe for toys and accessories. Forty-eight percent subscribe for health products or supplements and 35% for pet treats. For these services, a particular demographic pattern plays out: owners aged 25-34, living in a townhome or a condo and in an urban area are more likely to subscribe than other groups. These findings held true across all four regions of the US.

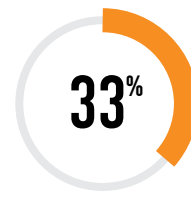
More Than 1/3 of Owners Purchase Costumes for Their Pets.

More than one-third of all pet owners (36%) at least sometimes purchase costumes for their pets. The practice is more widespread among owners of 2 or more pets, dog owners, aged 25-34, those living in apartments, townhomes and condos, in urban areas. Female and male owners are equally likely to purchase costumes.

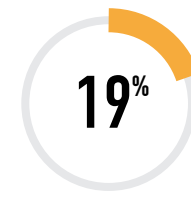
More Than 1/3 of Pet Owners Purchase Costumes for Their Pets.



Ages 25 to 34

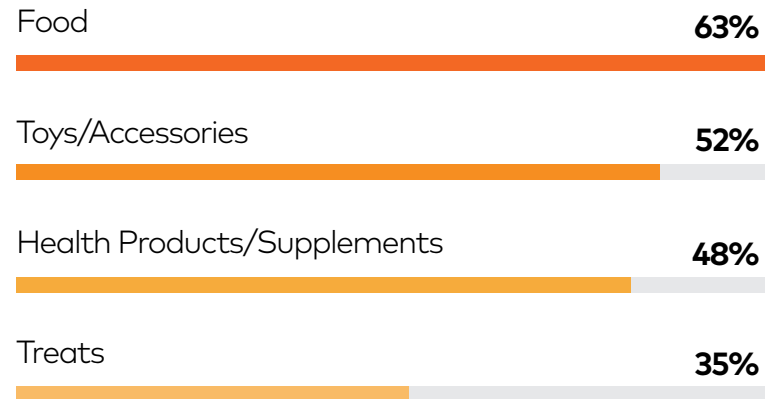


Ages 35 to 44



Ages 45 to 54

Question: Do you ever buy costumes for your pet? Single choice aggregated responses “sometimes” and “frequently” by age group n = 779 Margin of error ±3.5%



Question: Do you take part in any pet subscription services? If so, what kind? Multiple-choice n = 296 Margin of error ±6.0%

Picking Pets Over People.

Younger owners’ interest in purchasing costumes for their pets is reflected in an article published in The Washington Post that discussed the prevalence of social media in younger adults’ lives. Owners can dress their dog or cat in a costume, take them for a walk, snap a photo on their smartphone, and post to Instagram to generate an instant “Adorable!” response from friends.

⁵ “Millennials are picking pets over people,” by Abha Bhattarai, September 13, 2016, The Washington Post

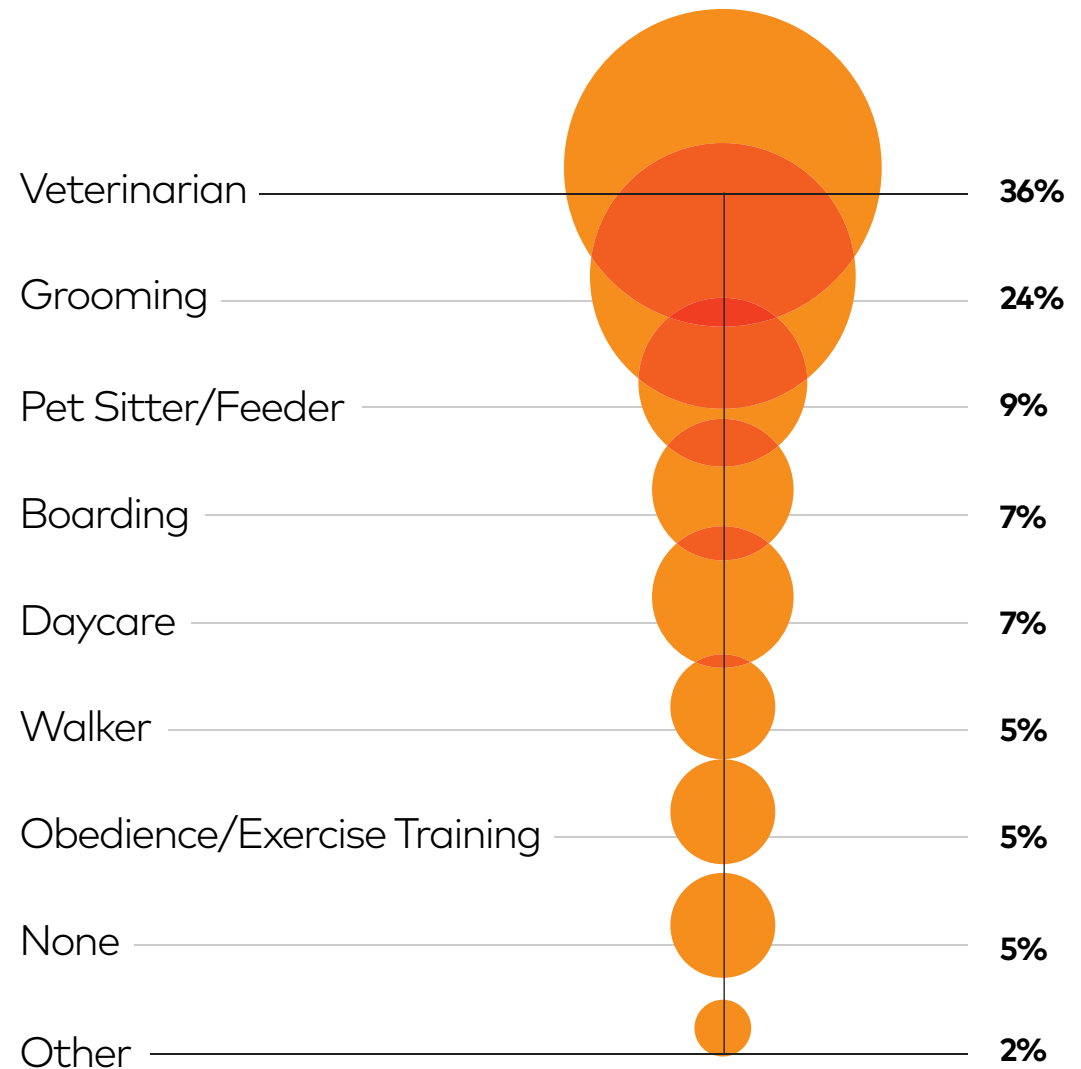
**Owners in
Urban Areas
Are More Likely
Than Other
Groups to
Purchase Pet
Food Weekly.**



Veterinary Care and Grooming Top the Most Commonly Purchased Pet Services.

95% of Owners Purchase Pet Care Services.

Veterinary care (36%) and grooming (24%) top the categories of pet services owners purchase. Pet sitter/feeder combined with walkers is at 14%, level with the combined categories of boarding and daycare. Owners with 3 pets utilize pet sitters/feeders more. Those aged under 35 tend to purchase vet care less, while owners 45-55 tend to purchase more – which could be behavioral or due to owning more mature pets. Those with household incomes above \$100K tend to do slightly more boarding and daycare; urban dwellers do less grooming and see the vet more.



Question: What services have you purchased for your pet during the past year?
Multiple-choice n = 784 Margin of error $\pm 3.5\%$

Pet Owners Who Employ Pet Walking Services:

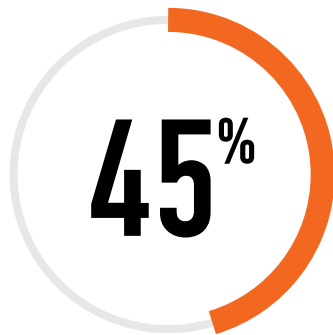
33%
Live in Northeastern States While Only

13%
Live in the Midwest.

Vitamins, Insurance, and Medical Care.

Close to half of all pet owners give their pets vitamins or supplements (45%), 25% have insurance for their pet and 23% participate in medicine subscriptions. Forty percent of owners with pet insurance said that a vet recommendation most influenced their decision to purchase pet insurance.

Most respondents (86%) spend under \$1,000 per year on medical care for their pets. Groups spending at least a bit more than this include owners in the Northeast and owners who purchased their pet online.



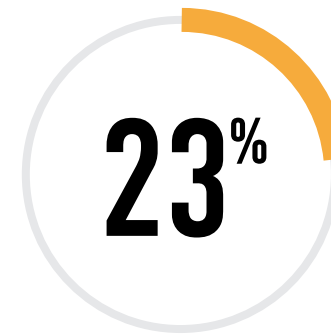
Give Vitamins or Supplements

Question: Related to your pet's health, do you... give your pet any vitamins or supplements?
Single choice, n = 784 Margin of error ±3.5%



Have Pet Health Insurance

Question: Related to your pet's health, do you... have health insurance for your pet?
Single choice, n = 784 Margin of error ±3.5%



Use Medicine, Vitamin, or Supplement Subscription Services

Question: Related to your pet's health, do you... participate in subscription services for medicines, vitamins, or supplements?
Single choice, n = 784 Margin of error ±3.5%



51%

**Of Dog Owners Give
Their Pet Vitamins &
Supplements While
Only 38% of Cat
Owners Do So.**

Pet Vitamins and Supplements Are Most Likely to Be Purchased with Other Supplies.

Among those buying, slightly more owners pick up vitamins and supplements in one stop, at the same place they buy their other pet supplies (18%), but many also purchase from their veterinarian (15%), while 10% shop at specific specialty stores or online retailers.

Younger Owners are the Most Engaged Pet Parents.

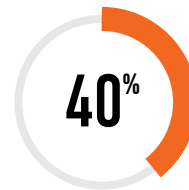
Younger owners, aged 25-34, are significantly more likely to have pet health insurance (40%) than those aged 35-44 (25%). Older owners aged 45-55 are least likely: 86% do not have pet insurance. Least likely to have health insurance for their pets are owners of large mammals, with just 12% reporting they have insurance.

The youngest age group is also significantly more likely to be enrolled in a pet subscription service: 40% have subscriptions, compared to 23% of all owners. Those aged 45-55 are least likely to have a subscription: 89% of this group report not subscribing.

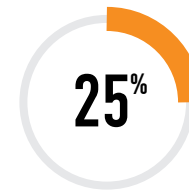
Question: Related to your pet's health, do you have... health insurance for your pet? Single choice n = 784
Margin of error ±3.5%

Question: Do you take part in any pet subscription services? If so, what kind? Multiple-choice n = 784
Margin of error ±3.5%

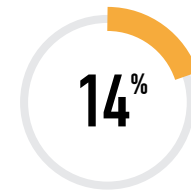
Owners That Purchase Pet Health Insurance by Age:



Ages 25 to 34

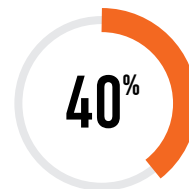


Ages 35 to 44

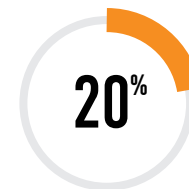


Ages 45 to 54

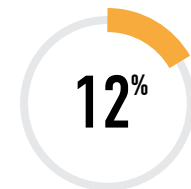
Owners That Take Part in Pet Subscription Services by Age:



Ages 25 to 34



Ages 35 to 44

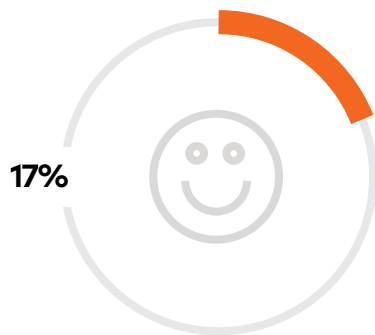


Ages 45 to 54

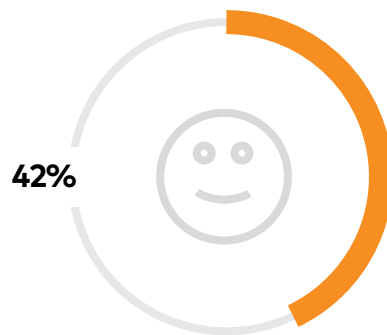
**86% of Pet
Owners Spend
Under \$1,000
Each Year on
Medical Care
for Their Pets.**



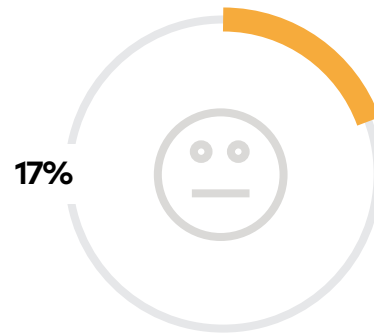
Cannabidiol (CBD) Pet Products



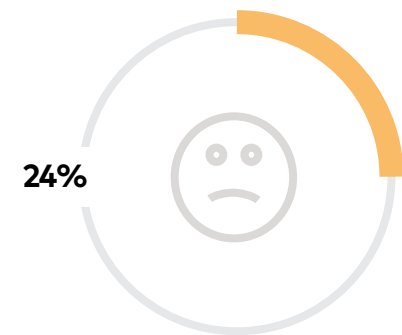
Currently Use



Don't Use but Would Consider Using



Unsure



Don't Use and Would Not Consider Using

Three-Quarters of Pet Owners are Using or Interested in Cannabidiol (CBD) Products.

Question: Do you use or would you consider using CBD products on your pets? Multiple-choice
n = 784 Margin of error ±3.5%



The Most Common use of CBD is the Alleviation of Pet Anxiety or Stress.

A Majority of Pet Owners Use or Would Consider Using CBD Products in the Future.

CBD is currently administered by 17% of pet owners and 42% would consider using it on their pet in the future. About a quarter (24%) are holdouts.

CBD Product Users Are More Likely to Have Pet Health Insurance and Subscriptions.

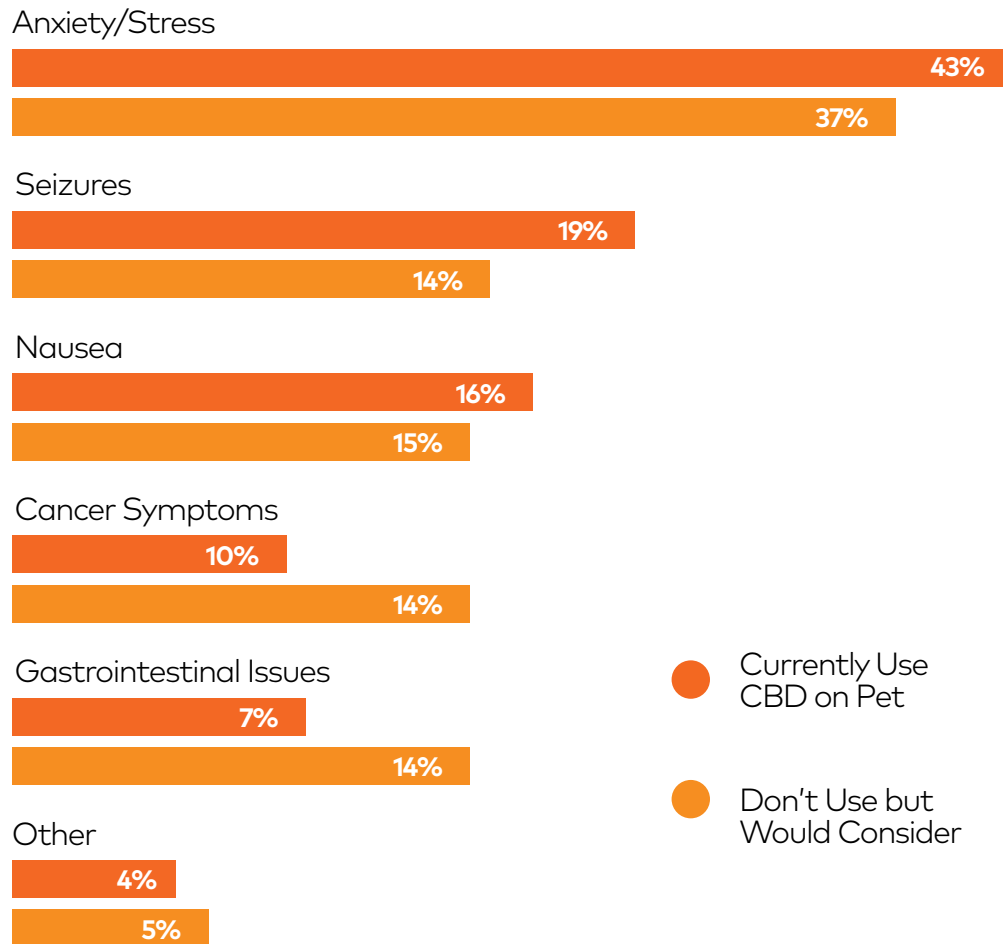
Owners currently using CBD products are much more likely than non-users to have health insurance for their pets: 56% of those currently using CBD have insurance, compared with 25% of all owners. CBD users are also significantly more likely to be enrolled in a pet subscription service: 62% have subscriptions, compared to 23% of all owners.

CBD Use is Most Prevalent Among Those Aged 25-34.

Bird owners, respondents in the Midwest, and those with annual medical spend of more than \$3,000 are most open to using CBD on their pet in the future.

Owners See CBD Having Many Potential Uses.

The dominant CBD indication is as an anxiety and stress reducer. Forty-three percent of users are currently giving it for that purpose and 37% of owners open to its use would use it for that. Seizures (15%), nausea (16%), cancer symptoms (13%) and gastro-intestinal issues are the other problems pet owners would look to alleviate.



CBD Use and Consideration Increases with the Number of Pets Owned.

One-third (33%) of owners with 5 pets or more currently use CBD for their pets, compared to one-fifth (20%) of owners with 2 pets. 72% of owners of 4 pets would consider using CBD, 51% with 3 pets, and 44% with 2 pets.

One-fifth of dog owners (20%) currently use CBD, compared with 15% of cat owners, 15% of fish owners, and 7% of bird owners; these numbers likely reflect multi-pet households. Among pet owners who do not currently use CBD, interest is fairly consistent for dog and cat owners, with 44% and 43% respectively indicating they would consider using CBD. Sixty-two percent of bird owners indicate interest in CBD.

Current CBD users are predominantly younger, aged 25-34, with 29% reporting using CBD on their pets in stark contrast with just 7% of owners aged 45-55. The older age group is also less likely than others to consider CBD for their pets (39%), compared with 47% of those aged 35-44. Responses were the same from females and males.

Question: What do you or would you use CBD product for?
Multiple-choice n = 462 Margin of error ±4.6%

CBD and Location.

CBD use is highest among pet owners in the Northeast, where 22% of owners are currently using CBD on their pets. While owners in the Midwest are the least likely to be using CBD now, 48% would consider using CBD on their pets in the future – a higher percentage than owners in other regions.

Of owners currently using CBD, 22% reported annual household incomes of \$75,000-\$99,999, while 21% reported HHI of \$100,00-\$119,999. HHIs on either side of these bands saw significantly less current usage. Of those who do not currently use CBD but would consider doing so, interest was highest (48%) among owners with an HHI of \$35,000-\$49,999 and \$50,000-\$74,999.

Consistent with the annual HHIs reported above, half of all owners currently using CBD on their pets live in townhouses (24%) or condos (26%). Consideration of CBD is highest among residents of apartments (48%) and manufactured homes (46%). One-quarter of urban dwellers report using CBD currently, while 47% of owners who live in rural areas are likely to consider CBD for their pets.

CBD Spending.

Among pet owners who spend more than \$200 per month on their pets, 43% reported using CBD products, while 35% would consider them. Among pet owners who spend more modestly, at \$51-\$100 monthly, almost half (47%) would consider CBD.

Thirty-eight percent of owners spending \$1,001-\$3,000 on their pets' medical needs annually currently use CBD, as do 30% of owners spending more than \$3,000. Sixty-one percent of owners with the highest medical bills not currently using CBD on their pets would consider doing so.

Devices and Ad Formats.

Owners currently using CBD on their pets are most likely to engage with advertisements on a desktop computer (30%), while owners who don't use CBD but would consider doing so are most likely to engage on a smartphone (48%). Those who report being unsure are most likely to engage via TV (21%).

Twenty-eight percent of owners who prefer online videos and Instagram ads currently use CBD; of owners who report a preference for radio, 55% would consider using CBD. Consistent with device use, 25% of those owners unsure about CBD prefer to engage with TV advertisements.



13%

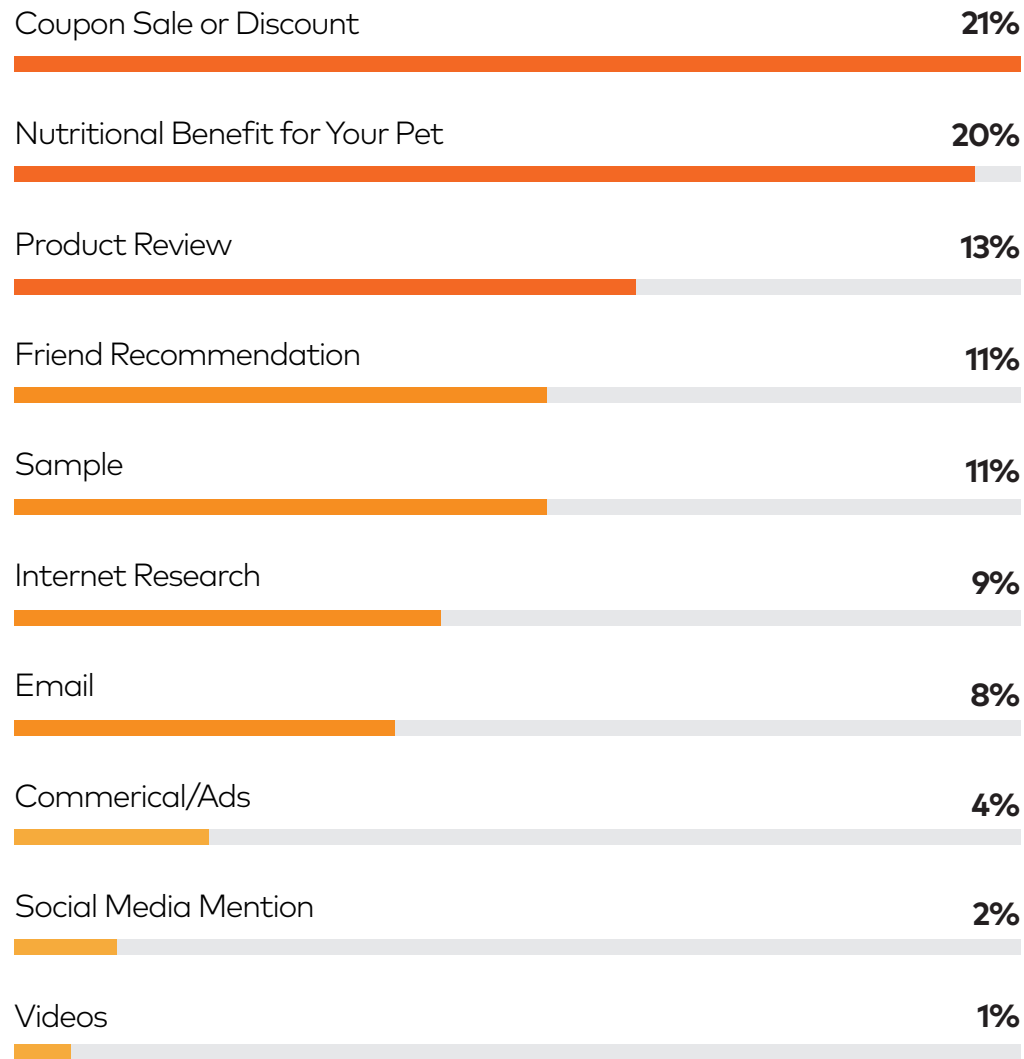
**Rely on a Friend's
Recommendation
in Order to Try a
New Product.**

Purchase Influences

Coupons and Nutritional Benefits Prompt Pet Owners to Try New Products.

When we asked what drives pet owners to try new products, 21% of respondents selected coupons/discounts. Coupons seem a bit anachronistic, but in the digital age they double as discount codes and the search for them is often inculcated into consumers' online purchase processes. Almost tying for top spot is the more attribute-based nutritional benefit (20%); many owners equate new product with a food or treat item. Next were reviews (13%) and friend recommendations (12%). Samples (11%) work on the same premise as coupons.

Coupons are an even bigger driver for pet owners in the Midwest, earning less than \$50K annually; nutritional benefit is a bigger driver for pet owners aged 45-55, earning more than \$120K. Email is the most influential with owners aged 25-34 living in urban areas.



Coupons and Nutritional Benefit Claims Drive Interest in New Pet Products.

21%

Of Owners Will Use a Coupon or Discount to Try a New Product.

Question: How do you decide what to feed your pet? Multiple-choice n = 784 Margin of error ±3.5%



Generational Preferences Reflect Differences in What Drives Owners to Try New Products:

The youngest cohort in our study, aged 25-34, over-index for email, commercials/ads, and social media mentions.

Those aged 35-44 over-index for recommendations from friends and family.

The oldest cohort of owners, those aged 45-55, significantly over-index for coupons or discounts, nutritional benefit claims, and product samples.



How Owners Decide to Feed Their Pets.

When it comes to deciding what to feed their pets, almost half of all owners (49%) look to recommendations from their veterinarian closely followed by advice from friends and family (37%), and product reviews (33%).

Question: How do you decide what to feed your pet? Multiple-choice n = 784 Margin of error ±3.5%

Endorsements from Vets Most Strongly Influence Pet Food Selection.



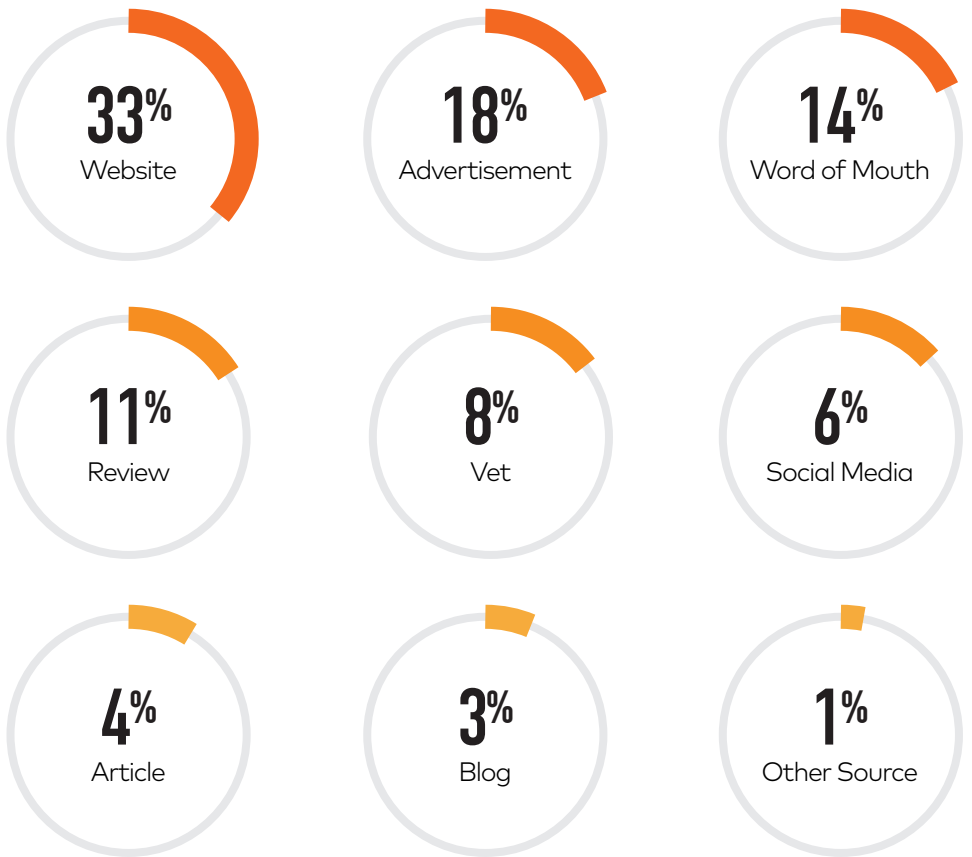


18%

**Of Owners Say
Advertisements
Prompted Them to
Try a Subscription
Service.**

Sources That Prompt Owners to Try Subscription Services.

Pet owners who subscribe learned about their subscription service through a variety of sources. Most pet owners who subscribe learned about the service from a website (33%), advertisement (18%), or word of mouth (14%).



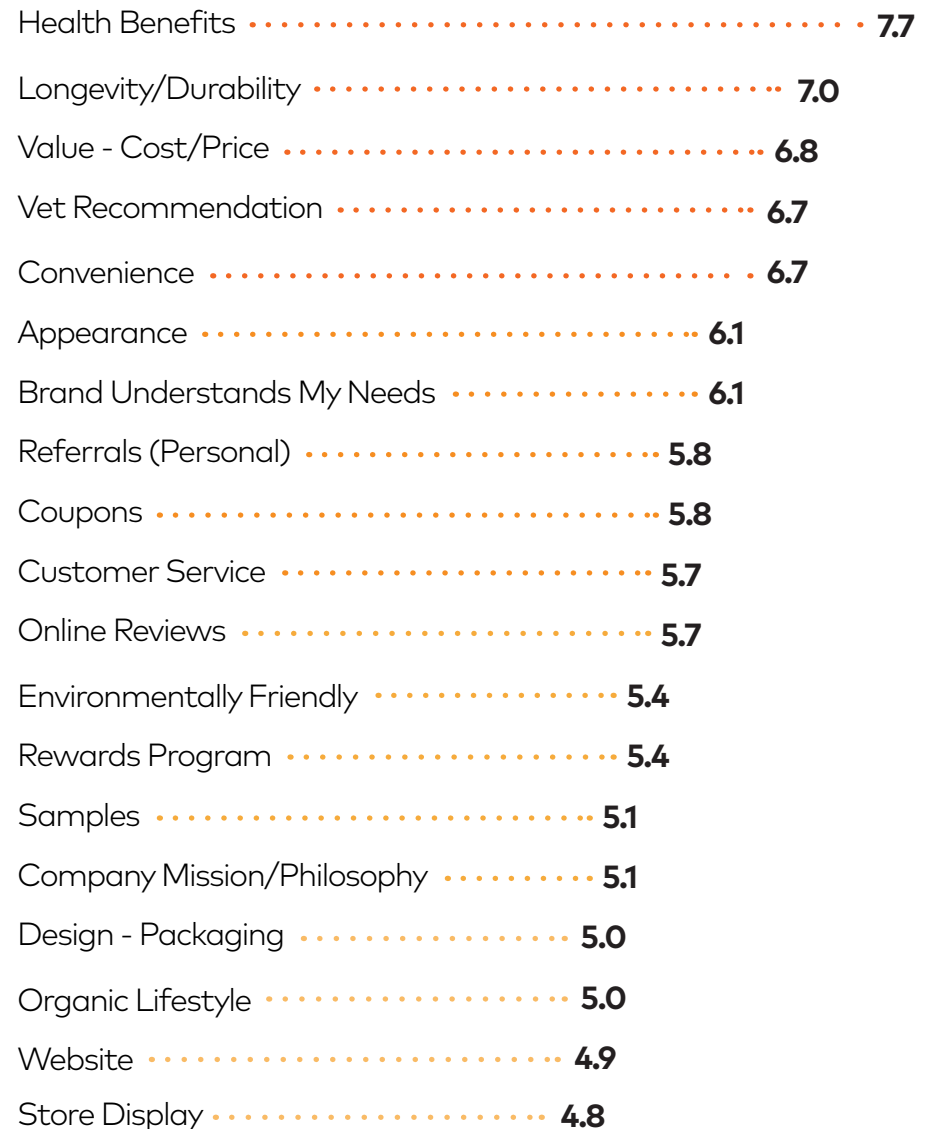
Question: How did you learn about your subscription service(s)?
Multiple choice n = 296 Margin of error ±6.0%

Health Benefits, Product Durability, and Value Influence Pet Owners' Purchasing Decisions.

The accompanying chart shows the most influential factors in pet product decision factors, measured individually on a scale of 0-10 to gauge their influence. The higher the average score, the greater the influence.

In the upper tier are direct health benefits offered as well as product quality in the form of longevity or durability. Value is a critical factor, meaning that the decision is about more than just price.

Vet recommendations play an influential role, so endorsements are likely to increase consumer consideration. Convenience is an often underestimated but always influential factor in that it reduces friction. Product appearance and being a brand that connects with consumers' needs round out the top tier of the most influential factors.



Question: How influential are the following when making pet product purchase decisions? Multiple-choice, scale 0-10, where 0 is not at all influential and 10 is very influential n = 784 Margin of error ±3.5%

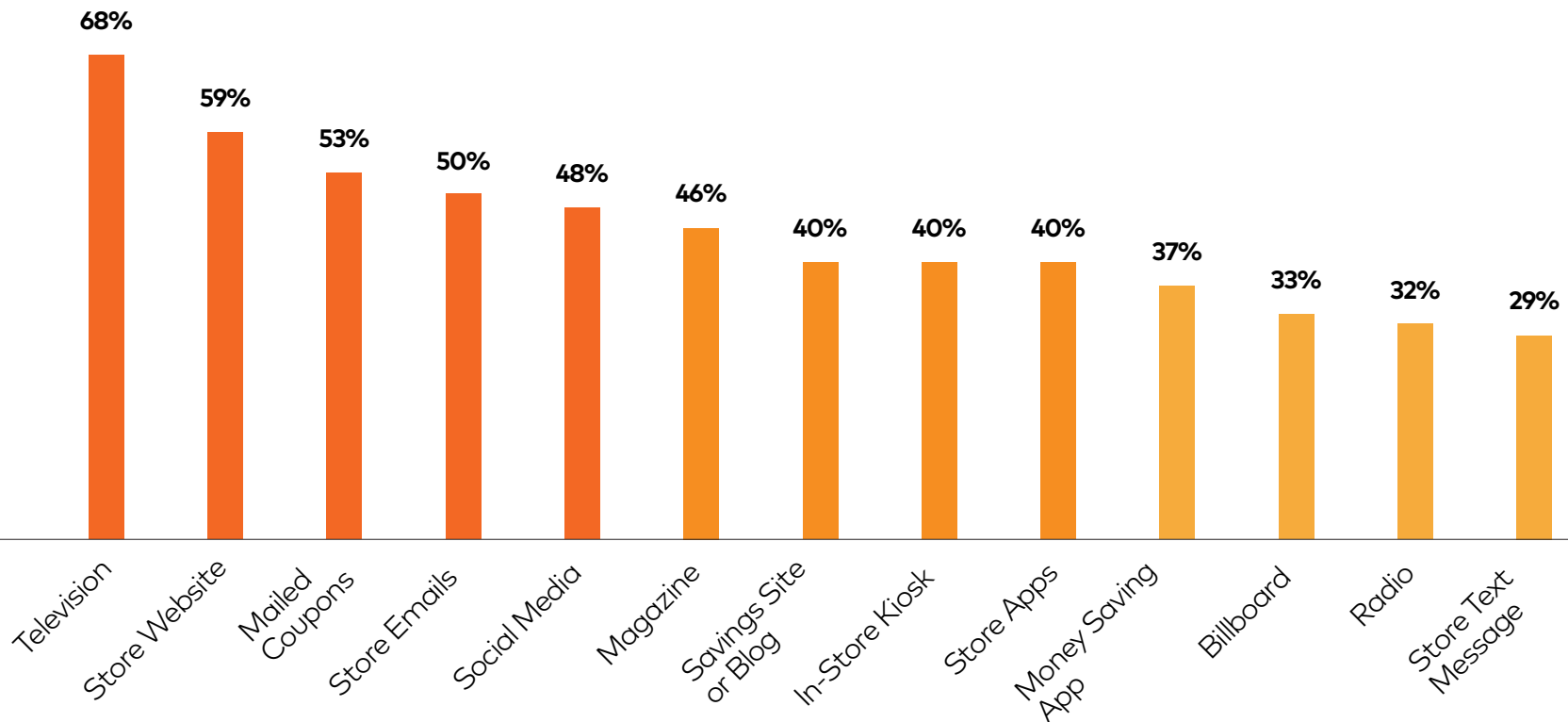


More Than Two-Thirds of Owners See Pet Product Sales or Discounts on TV.

Given the dominance of smartphones and digital media, it may seem surprising that 68% of owners reported seeing information about product discounts or sales from the traditional medium of TV. This may be explained by the increasing use of OTT and addressable TV advertising, along with the prevalence of sales promotion spots for pet retailers since few use TV exclusively for branding messages. Owned media, such as store websites, coupons, and emails are also identified as key vehicles for promotional messaging.

Owners See Information about Pet Product Discounts and Sales from a Mix of Traditional and Digital Sources.

Question: Do you recall seeing any information about pet product discounts / sales from the following sources? Multiple choice, aggregated data from respondents who selected "Frequently" and "Sometimes" n = 784 Margin of error ±3.5%





38%

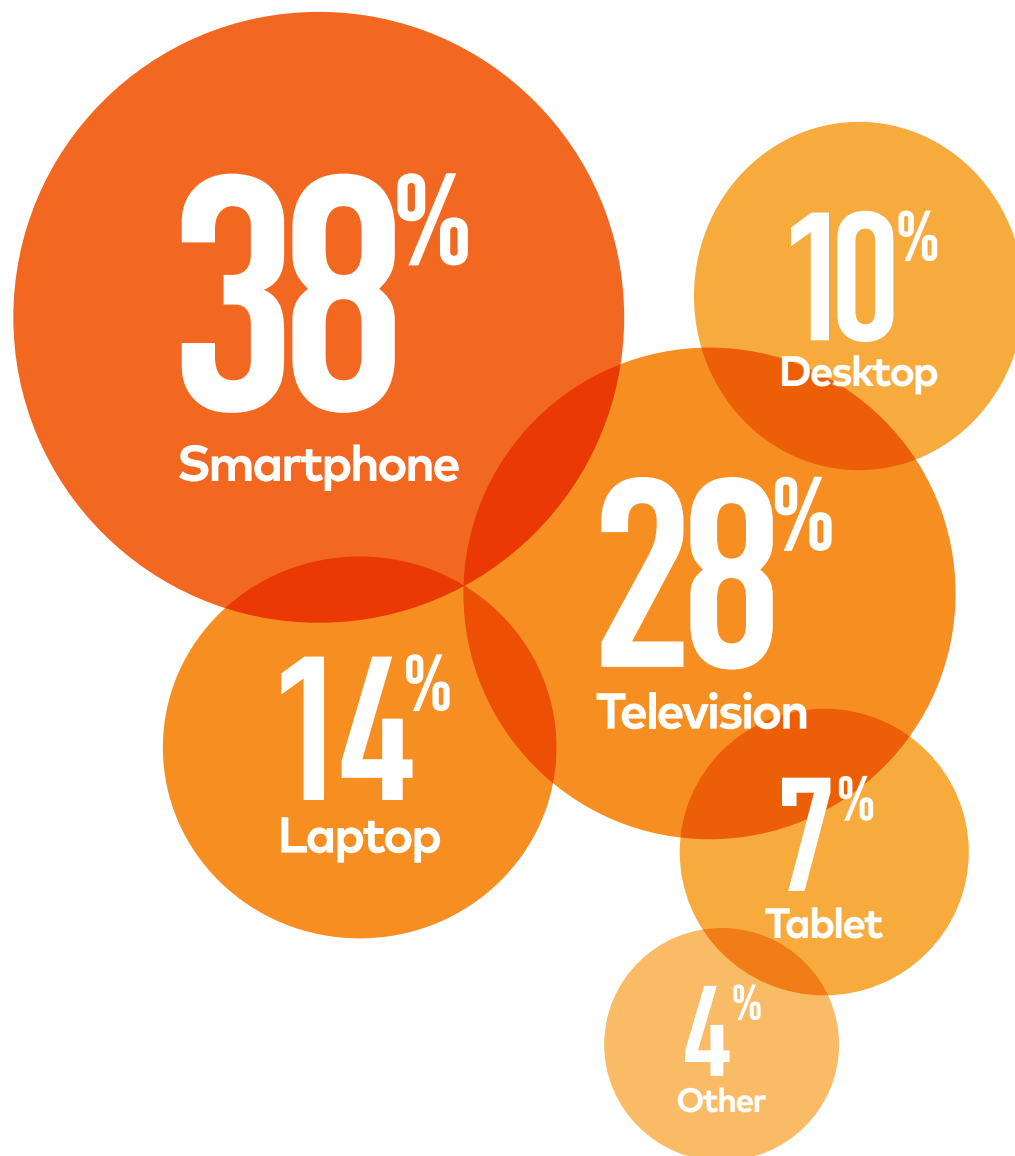
**Of Pet Owners Use
Their Smartphones
to Engage with Ads.**

Media Consumption

Smartphones Dominate Access to Information and Advertising.

Smartphones are omnipresent: use of the device pervades every corner of our lives. For many, they are the most available, convenient, and immediate point of access to information, so it is perhaps not surprising that the device of choice for engaging with advertising is the smartphone. Nearly 40% of pet owners indicate it's preferred, though TV (28%), and computers (24%) remain a regular but shrinking part of the shifting communications ecosystem.

TV and Video Commercials are the Most Engaging Formats.



More Than a Third of Pet Owners Prefer to Engage with Advertisements on Their Smartphone.

Question: Do you recall seeing any information about pet product discounts / sales from the following sources? Multiple choice, aggregated data from respondents who selected "Frequently" and "Sometimes" n = 784 Margin of error ±3.5%

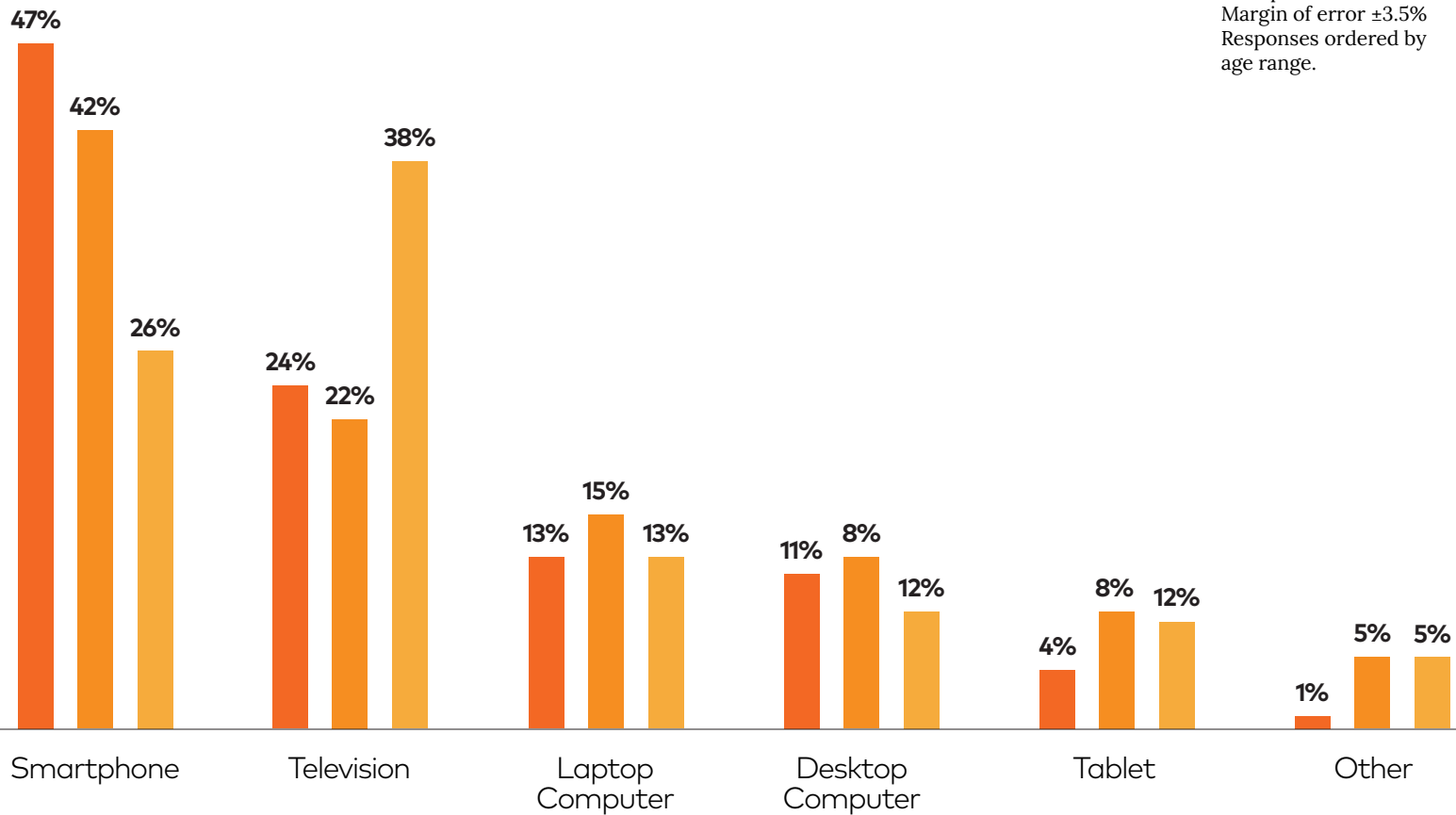
Generational Differences in Device Usage.

The most notable deviations are based on age. Owners younger than 35 (47%) are most willing to engage with advertisements using their smartphones. Those 45 and older lean more toward TV (38%) than smartphone (26%).

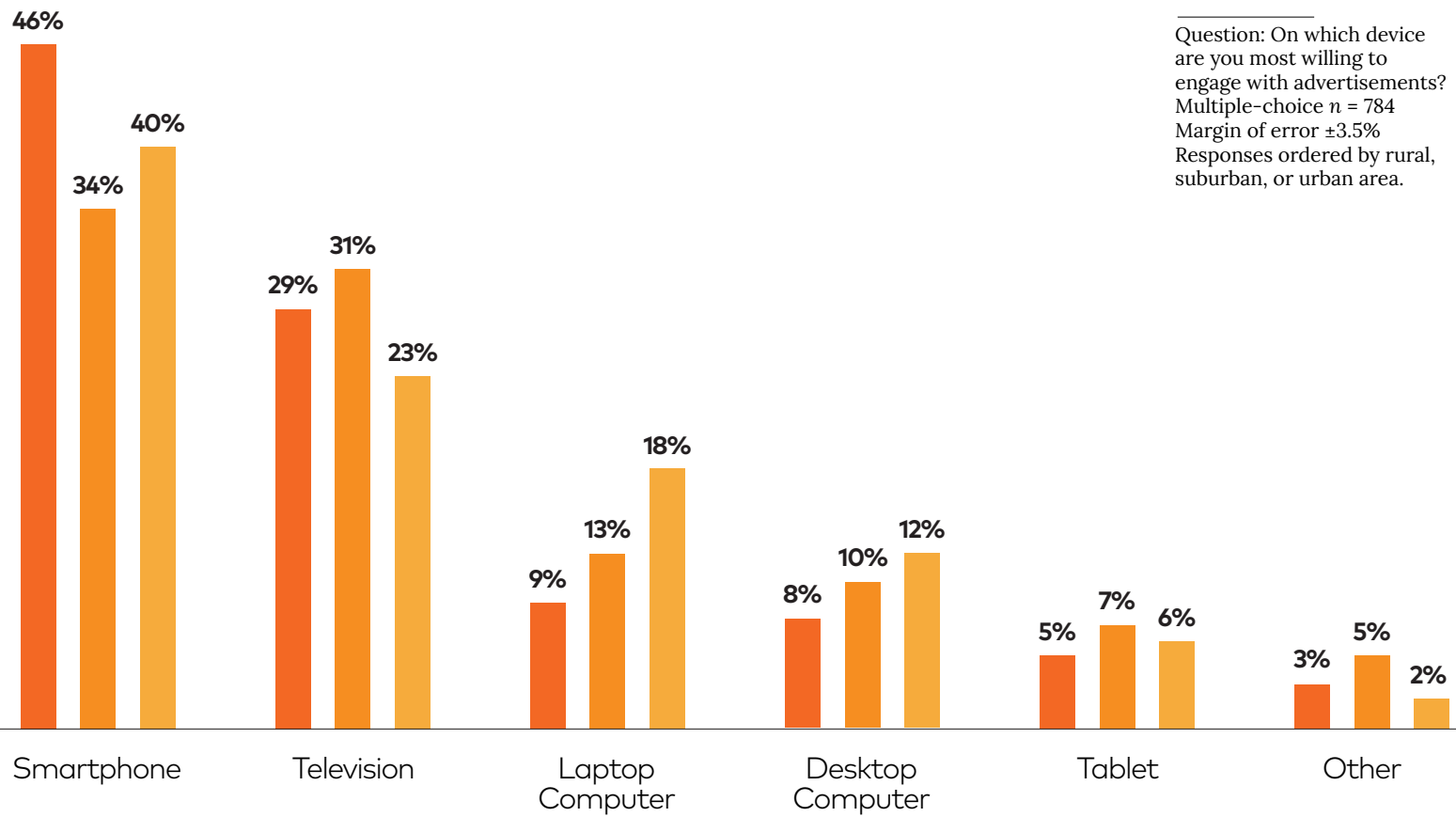
Although the smartphone dominates overall, pet owners in the suburbs were 12 percentage points (34%) less likely than owners in rural areas (46%) to engage with advertisements on their phones. TV is least likely to be engaged with by urban owners (23%) compared to those in suburban (31%) and rural areas (30%).

- Ages 25 to 34
- Ages 35 to 44
- Ages 45 to 55

Question: On which device are you most willing to engage with advertisements?
 Multiple-choice n = 784
 Margin of error ±3.5%
 Responses ordered by age range.



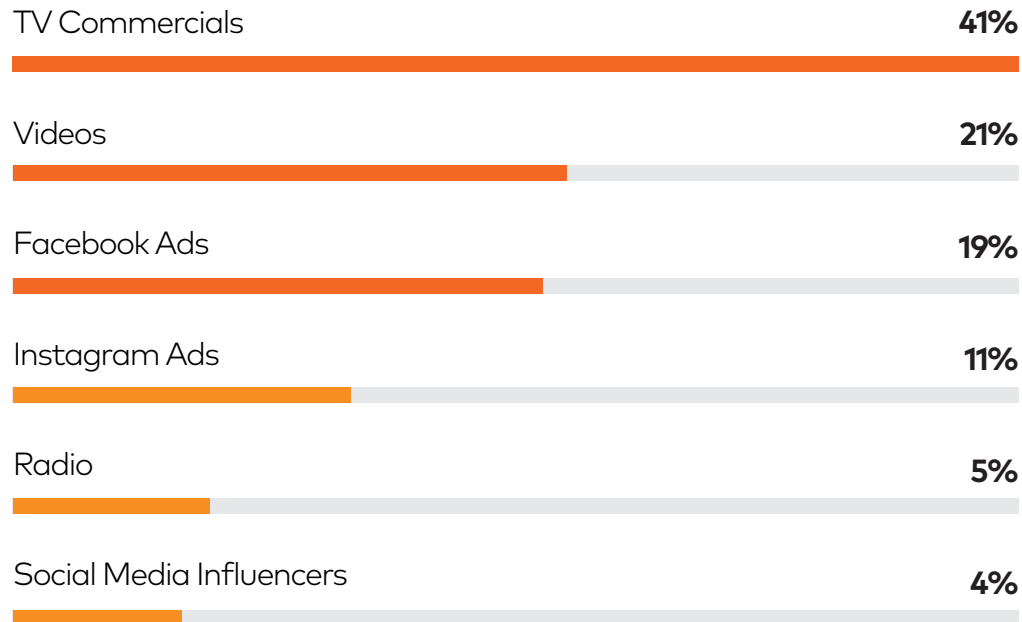
- Rural
- Suburban
- Urban



Owners Aged 45-55 Lean More Toward TV While Those Younger Than 35 Favor Social Media and Video-Based Ads. In the Midwest, Facebook Makes up a Greater Part of the Social Category.

TV Commercials Are Pet Owners' Preferred Advertising Format.

Overall, TV commercials are still the most preferred format (41%). By combining both Facebook (19%) and Instagram (11%) with influencers (4%), social media represents 34%. Video, the category considered emergent, hits 21% and consistency across different age groups confirms this trend.



Question: What form of advertisements do you generally prefer to engage with?
Multiple choice n = 784 Margin of error ±3.5%

Video Ads Produced for Display on Smartphones Are Most Likely to Resonate with Millennial Pet Owners.

Smartphone use and video ad growth trends are likely to reinforce each other. With a growing number of people using smartphones as their primary device, video will also increase as the format best matched to the device.



Conclusions

Sixty-seven percent of US households own a pet of some kind. In our study, 45% of owners reported spending between \$600 and \$1,200 annually on pet food, treats, medical care and entertainment. And with almost 20% of owners spending up to \$2,400 per year, it's clear to see why the US market is worth **\$75 billion in 2019**.

The rise in healthy lifestyles among humans impacts the way owners interact with their pets, especially the way they feed them. As our study shows, owners seek out **pet food products** that they perceive as having **nutritional benefits** — often at a price premium. Obesity is increasingly an issue for pets, and pet food formulations designed to maintain a healthy weight, as well as “all-natural” diets, hairball control, etc. reflect the breadth of consumer choice in the category.

Many pets are left alone for a large portion of the day and owner awareness of the stress this can cause is growing. In fact, for the owners in our study already using **cannabidiol (CBD) products** for their pets, as well as those that would be interested in doing so, the **alleviation of anxiety** is their primary reason for using CBD.

With the increased humanization of pets comes the opportunity for **direct-to-consumer (DTC)** brands to provide pet-friendly versions of the products that their owners already use and enjoy themselves — everything from vitamins and nutritional supplements to Instagram-friendly costumes. Our study indicates pet owners are open to **subscription services**; these could be attractive to owners living in more rural areas where pet specialty stores are less common.

Opportunities also exist for **healthcare and medical device manufacturers**, as activity trackers and wearables are becoming part of the day-to-day lives of a growing number of pets, making them as connected as their human owners.

Millennial pet owners are about half as likely to be married or living with a partner than previous generations and are also delaying parenthood. This generational difference has resulted in higher rates of pet ownership among this cohort. And for some owners, pets have become a replacement for children.

With a high percentage of younger pet owners living in apartments in urban and suburban areas, **multi-family property developers** should emphasize pet-friendly amenities and highlight nearby city parks or trails for dog walking in their marketing communications. Those aged 25-34 were most likely to state their pets had influenced where they live.

While Gen X-ers and Millennials (Gen Y) are as likely as each other to **access information via a smartphone**, the older generation is a little more likely to favor TV commercials to learn about pet products. To reach younger owners, **social media and online videos are key**.



Methodology

In July, 2019, a panel of 784 respondents was drawn from across the US, screened for pet ownership, household size of 5 or fewer people, and aged from 25 to 55. The sample was split evenly between female and male respondents, all of whom completed a 45-question online questionnaire hosted on the Qualtrics research platform. The resulting survey data was analyzed using standard statistical tools. At the 95% confidence level, population parameters and sample size result in a margin of error of $\pm 3.5\%$ except where noted.

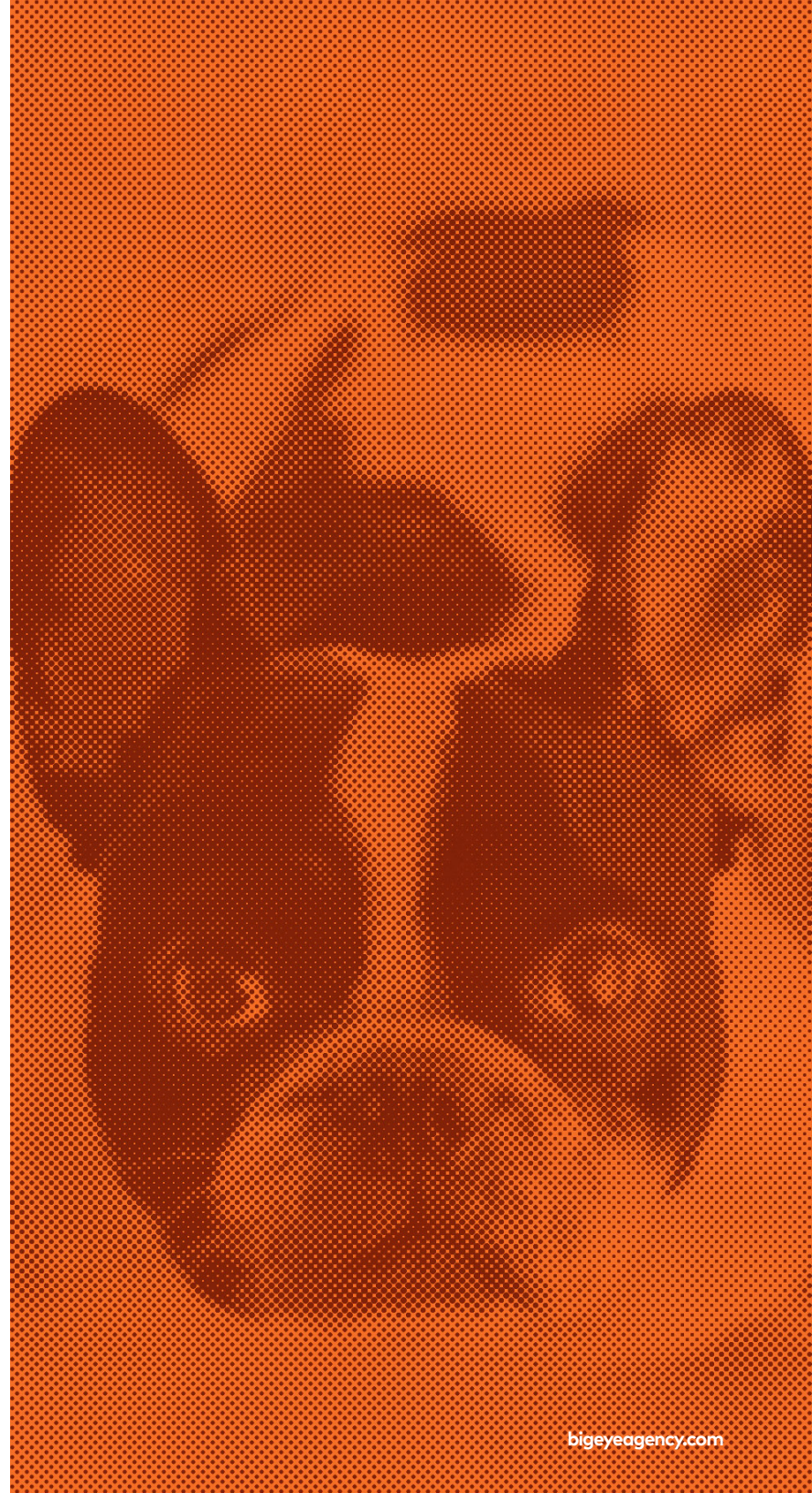


Study Authors

The Pet Industry Insight Study was conducted by Bigeye's in-house research team of Adrian Tennant, VP of Insights, and Emily Washburn, Account Coordinator. The report was designed by Bigeye's creative team, led by Seth Segura, VP of Creative.

Questions About This Report?

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2019 US PET INDUSTRY STUDY

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