

# **APPA** **Strategic Insights** **for the Pet Industry**

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## **Pet Owners** **2023 & Beyond**



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## Background and Purpose

**The American Pet Products Association (APPA) was established to promote, develop and advance responsible pet ownership and the pet products industry.**

To this end, APPA supports industry-related market research, monitors and responds to industry legislation and regulation, and sponsors educational seminars, networking and PR opportunities, giving members the tools they need to make important business decisions. APPA also works closely with other major organizations dedicated to similar goals to accomplish these and other important objectives.

In 1988, APPA began gathering information about pet ownership, pet care practices, purchasing behavior of pet-related products and sources of pet-related goods and services. APPA's objective is to monitor consumer habits on an ongoing basis to identify short- and long-term trends, as well as new opportunities in pet ownership and pet product and service consumption.

*This report represents the first ever iteration of publicly published insights by the pet industry for the pet industry.*

Because eighty percent of pet ownership is comprised of dogs and cats, they will be the focus of this strategic insights report.

## Sample and Method

The 2023-2024 National Pet Owners Survey was conducted by Big Village (a full-service market research and analytics firm based out of New Jersey). Invitations to the online survey were sent to a nationally representative sample.

The sample was balanced using current U.S. Census targets for gender, age, region, race/ethnicity, income and household size. For more specific detail about demographic breakdowns, refer to the NPOS e-book.

### **Respondent Qualifications:**

Age 18 or older (Screening)

Must own a pet from one of the following categories: (Questionnaire)

- Dogs
- Cats
- Saltwater and freshwater fish
- Horses
- Small animals
- Reptiles
- Birds

## Latest Year Method

The Survey was conducted in two parts – a screener and a detailed pet owner module (questionnaire). There were eight different modules (questionnaires), each corresponding to a different type of pet – dog, cat, bird, small animal, reptile, freshwater fish, saltwater fish and horse. Upon completing the screener, pet owners selected for one of the eight follow-up modules were then directed to complete the appropriate module based on the type of pet they own.

A total of 9,868 completed pet owner surveys are included in the data set. The table shows the number of completed surveys for each pet type. To maintain trended data, considerable effort was made to the questionnaire to maintain consistency.

The margin of error for the overall survey is 0.8%.

<b>Module</b>	<b># of Completed Surveys</b>
Screener	15,002
Dog	3,512
Cat	3,508
Bird	531
Small Animal	522
Reptile	517
Freshwater Fish	673
Saltwater Fish	301
Horse	304

We have an unusual advantage of viewing pet owner behavior through the lens of a global pandemic. This report takes account of the pet owner landscape before, during and after COVID.

**Before COVID**

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2018

**During COVID**

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2020

**Post COVID**

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2022

## Statistical Testing Included in this Version

Statistically significant findings indicate that the results are unlikely the result of chance but also that there is an effect or relationship between the variables being studied in the larger population. To ensure there is a meaningful difference between groups in this study, a criteria for the statistical test is set at 5% and is referred to as the significance level. This means the results of the study are statistically significant if the probability of obtaining those results is less than 5%. This translates to a 95% level of confidence in the data indicating true population difference 95% of the time.

A “statistically significant” finding is one in which it is likely the finding is real, reliable, and not due to chance.

Statistical testing is a new feature to the NPOS and does not exist in the current report.



## Generation Definition

The 2022-2023 survey employs the following definitions for each generation:

<b>Generation</b>	<b>Year Range</b>	<b>Age</b>
Gen Z	1995-2004	18-27
Millennial	1980-1994	28-42
Gen X	1965-1979	43-57
Baby Boomer	1946-1964	58-76
Builder	1925-1945	77+

# Forecasting and Expenditure Definitions

## Forecasting Definitions

2010 to 2022 data is utilized to explore and forecast percentage and number (in millions) of U.S. households that own a pet between 2024 and 2028. Autoregressive Integrated Moving Average (ARIMA) is being used for forecasting.

For further clarification, please reach out to the research team at the APPA.

## Industry Expenditure Definitions

**Pet Food and Treats** – Start with NielsenIQ for all channels – Add non covered channel estimates such as Costco and the Farm and Fleet Channel. Validate with cooperating retailers

**Pet supplies, OTC meds and Live** – Start with NielsenIQ for all channels – Add non covered channel estimates and estimates from cooperating retailers on live. Validate with retailers

**Vet** – Start with Packaged Facts number derived from their relationships in the industry as well as Simmons research. Validate with industry experts.

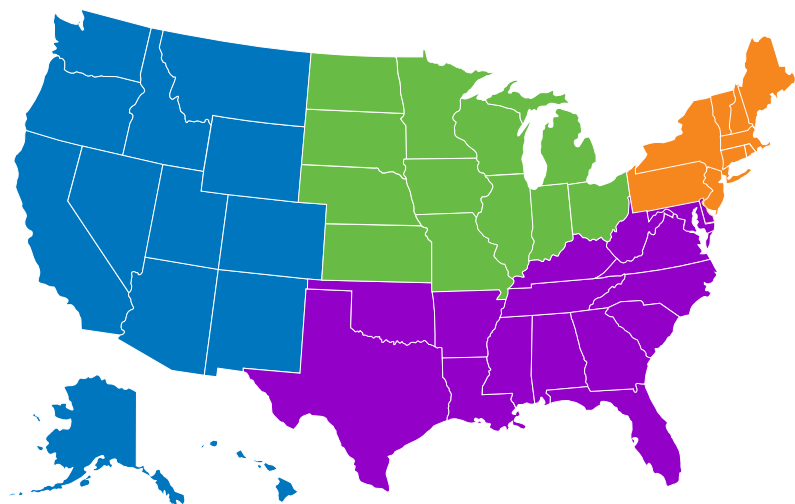
**Other services** – Start with packaged facts – interrogate each of the independent services such as insurance and grooming to find addition sources – Discuss with retailers and finalize.

## Outlet Type Definitions

The following list of outlets was included in each questionnaire to ensure a common understanding of the definition of each store type. This list is representative of current outlets at the time the Survey fielded.

Outlet Type	Examples
Deep Discounter/Dollar Store:	Family Dollar, Dollar Tree, Dollar General
Discount/Mass Merchandiser:	Fred Meyer, Meijer, Target, Walmart
Feed Store/Agricultural Supplies:	Agway, Rural King, Southern States Cooperative, Tractor Supply Company
Home Improvement/Hardware/Garden:	Ace Hardware, The Home Depot, Lowe's, ServiStar, True Value, Menards
Off-Price:	HomeGoods, Marshalls, Ross, TJ Maxx, Burlington, Big Lots
Online Only Outlet:	Chewy, Amazon, Wayfair, Overstock, Barkbox
Pet Specialty–Independent/Local:	An independent, locally-owned or neighborhood store selling pets and/or pet supplies
Pet Specialty Chain:	Bentley's Pet Stuff, Hollywood Feed, Kriser's Natural Pet, Pet Supermarket, Petland, Pet Sense, Hollywood Feed, Wolfgang Bakery, Pet Food Express, Mud Bay, Feeders Supply, Chow Hound
Pet Superstore:	Petco, PetSmart, Pet Supplies Plus
Supermarket:	Food Lion, Kroger, Publix, Safeway, SuperValu, Stop & Shop, Vons, Winn-Dixie, Hy-Vee, HEB
Veterinarian:	Retail/over-the-counter products offered at your veterinarian's practice or through your veterinarian's online store
Warehouse club/store	BJs, Costco, Sam's Club
Other:	Any outlet type not named above

# US Census Region Definitions



West South Central	East South Central	South Atlantic
Arkansas	Alabama	District of Columbia
Louisiana	Kentucky	Delaware
Oklahoma	Mississippi	Florida
Texas	Tennessee	Georgia
		Maryland
		North Carolina
		South Carolina
		Virginia
		West Virginia

Mid Atlantic	New England
New York	Connecticut
New Jersey	Maine
Pennsylvania	Massachusetts
	New Hampshire
	Rhode Island
	Vermont

Pacific	Mountain	West North Central	East North Central
California	Arizona	Iowa	Illinois
Oregon	Colorado	Kansas	Indiana
Washington	Idaho	Minnesota	Michigan
	Montana	Missouri	Ohio
	New Mexico	North Dakota	Wisconsin
	Nevada	Nebraska	
	Utah	South Dakota	
	Wyoming		

## Respondent Source and Length of Interview

Online panels used in the 2023-2024 NPOS include Dynata and Cint.

Common practice among panels regarding incentives is to use a point system, e.g., 1 point is equal to 1 cent. For every minute, the standard is 4 points. At any given point, the number of points rewarded can be increased when the panels begin to see lower than normal response rates (typical response rate is ~15-25%). Members can cash out at various thresholds. Another form of incentive that panels may choose to use involve entering respondents into a sweepstakes, so they don't have to payout every member.

Length of Interview: 30 minutes.

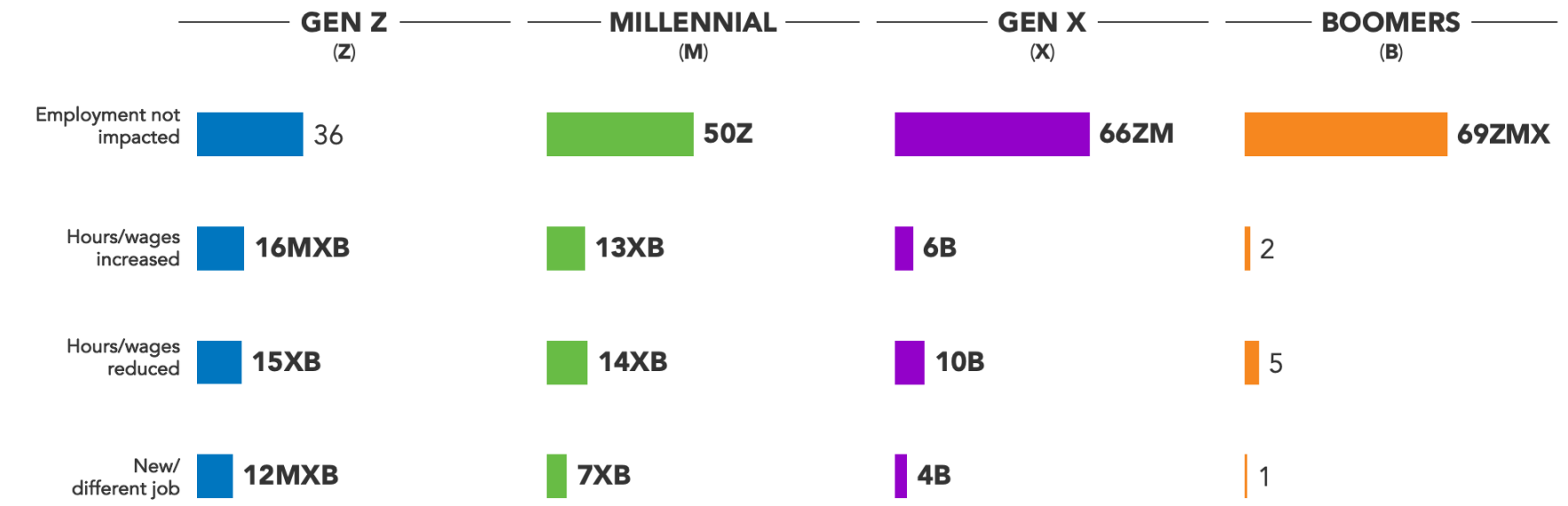
# How to read the slides: quick overview of what to look for and what's new

Insight (main message)

**Likewise, the older you are, the less likely the current economy has affected your employment situation.**

Chart title with analysis year

Impact Of Current Economy On Employment (%) - 2022



Added footnotes: survey questions, stat testing specifics, base sizes

Letters indicate statistical significance at a 95% level of confidence QS12g. How has your employment been impacted by the current economy?

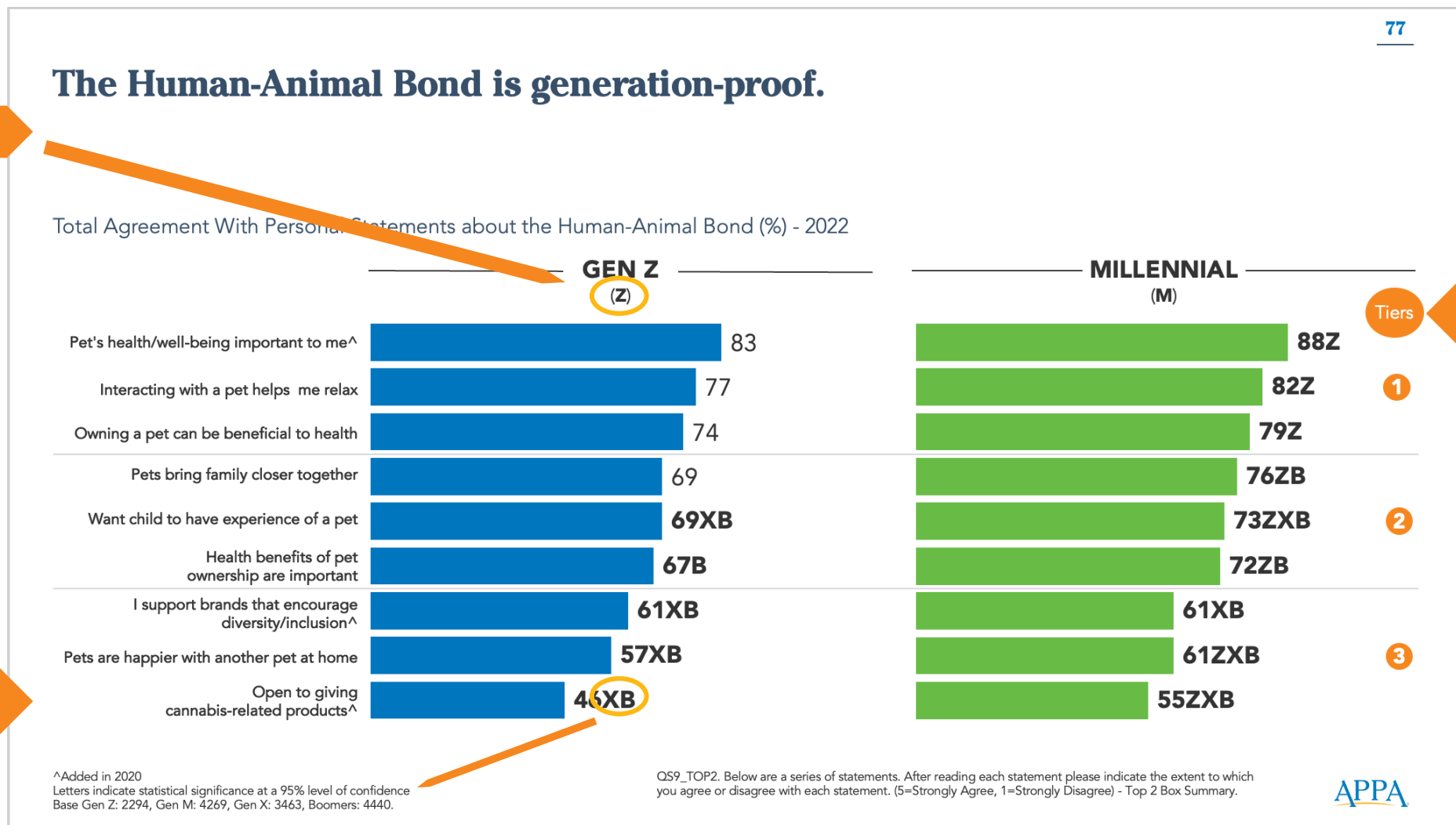
Base Gen Z: 2294, Gen M: 4269, Gen X: 3463, Boomers: 4440. NOTE: does not add to 100% because statements reporting under 10% are not shown



# How to read the slides: interpreting the numbers

Group names

Letters or asterisks after the numbers indicate statistically significant differences between groups



Added tiers to group long lists

# State of the Industry





## State of the Industry

The American pet business is strong, and it has been strong over time: through the recession of 2007, after this recession and into economic recovery, during a global pandemic, and post-pandemic to where we are today.

“In the last 20 years, pets have gone from wandering the backyard to sleeping in our beds,” and there is nothing that leads us to believe the love affair with pets will end. Evidence shows that younger generations (i.e., Millennials and Gen Z) are taking over our industry in new and exciting ways, and it is our duty at the American Pet Products Association to highlight these ever-evolving differences to help our industry pivot to the orientation of pet owners to help our industry thrive.

We hope this module guides you and your organization into more strategic decision-making, given what we know about pet owners now.



The Pet  
Business is  
**AMERICAN**  
Business

A man with a beard and brown hair, wearing a bright yellow hoodie, is smiling warmly. He is holding a black dog in his arms, and a tabby cat is perched on the dog's head. The background is softly blurred, showing what appears to be a home interior with a window and some plants.

Pet Influence:  
Right now 66% of US  
households have pets...  
which means **172,236,344**  
adult consumers live in a  
household that own a pet!

In 2022, the Pet Industry supplied an overall economic contribution\* of:

# \$260 Billion

An **increase of 18%** from \$221 billion in 2015.

## Industry Economic Contribution Explained

The pet industry is thriving despite global economic uncertainty and inflation. A study by the Michigan State University asserts that the U.S. pet industry had a \$260 billion overall contribution to our economy in 2022. Additional 2022 economic impact estimates include:

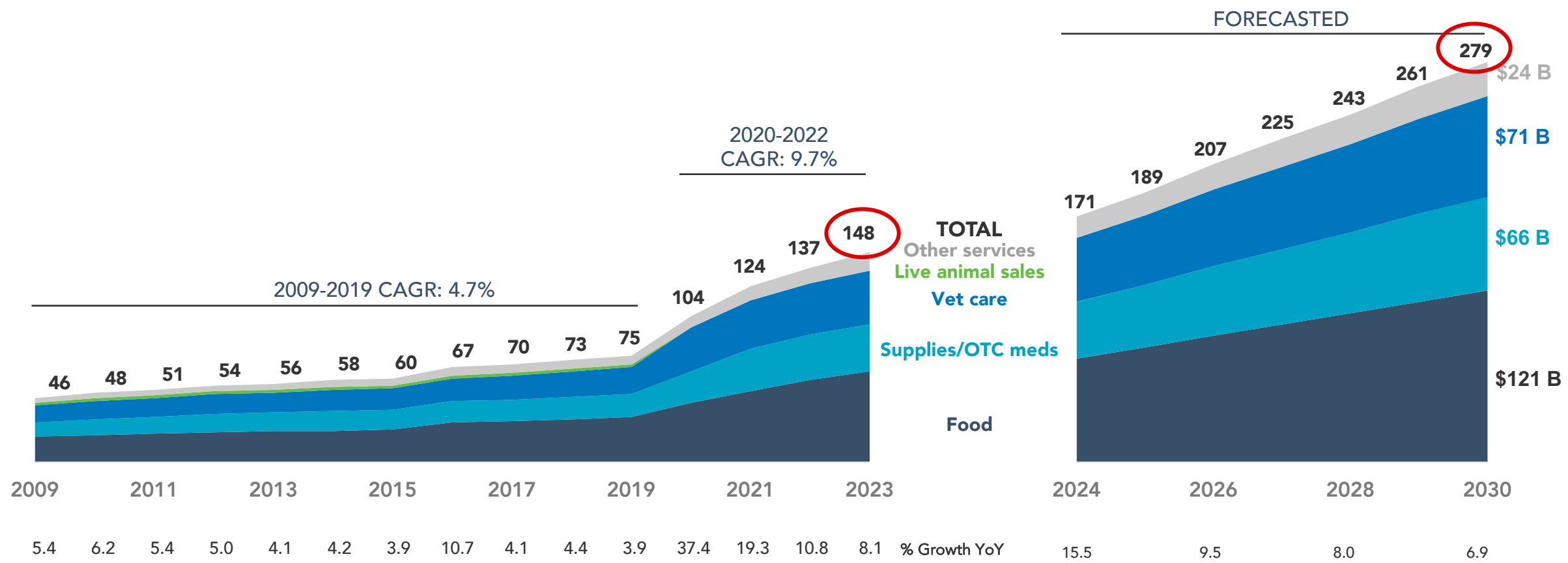
- Total annual household expenditures pets, pet services, and pet products amounted to \$93.95 billion.
- The U.S. pet industry contributed \$174.67 billion in annual gross domestic product (GDP).
- Approximately 1.09 million jobs directly attributed to pet related businesses.
- About 2.78 million U.S. jobs directly or indirectly attributed to household contribution for pets.
- The direct and secondary effects of the pet food industry generate a total of \$23.31 billion in annual tax revenue.

**Pet ownership contributes to overall American health and wellbeing. Conservative estimates demonstrate that owning a pet saves the American healthcare system billions of dollars annually.**

<b>Annual Health Care Cost Savings of Pet Ownership</b>	<b>Savings</b>
Physician Office Visits	\$14,986,493,000
Obesity	\$4,536,476,000
Treatment of C.Difficile Infections	\$90,470,000
Mental Health Costs for Anxiety in Children 8-10 Years Old	\$671,711,000
Mental Health Care Costs of Socially Isolated Seniors	\$1,776,146,000
Veteran PTSD Treatments (Emotional Support & Service Animals)	\$688,017,000
<b>Total Identifiable Cost Savings</b>	<b>\$22,749,313,000</b>

# Pet spending remains strong over time; the trend in pet expenditure grew slowly during the recession and post-recession years, then spiked during the pandemic. The forecast shows strong year-over-year growth through 2030.

Industry Expenditure (in \$ Billions): 2009-2030



Source: APPA Industry Statistics (website)  
 \*2023 data is estimated  
 2020 represents a change in methodology and renders prior data for historical benchmark only, forecast using Piecewise Regression Linear forecast

Due to methodology changes 'Live animal sales' numbers are included in Supplies/OTC Meds line starting 2020. YoY % may differ slightly from previous versions of this document due to rounding

**Pet Industry Compound Annual Growth Rate\* (CAGR) since 2009: an American pet owner story of recession, post-recession recovery, COVID, post-COVID recovery. Reasons for pet companionship are even stronger post-COVID.**



<b>Pet Owner Explanations for Pet Purchase/Adoption/Fostering</b>	<b>2020</b>	<b>2022</b>
Right time to purchase/adopt/foster because they were spending more time at home	40%	48%*
My family wanted a pet	43%	47%**
I was home alone and wanted pet companionship	17%	25%*

Source: Dave Bolen, The Bolen Group

\*CAGR = the average rate at which an investment moves from one value to another, over a period of time <https://economictimes.com>

\* Significantly different between years at a 99% level of confidence

\*\* Significantly different between years at a 95% level of confidence



**Pet care is performing at the top of the fast-moving consumer goods (fmcg) category, now and before COVID.**

**WEEKLY SALES GROWTH**

**VS 2019 SALES GROWTH**

	7/8/23	7/15/23	7/22/23	7/29/23	L4wk	7/8/23	7/15/23	7/22/23	7/29/23	L4wk
<b>Pet Care</b>	<b>12%</b>	<b>8%</b>	<b>7%</b>	<b>6%</b>	<b>8%</b>	<b>45%</b>	<b>42%</b>	<b>43%</b>	<b>36%</b>	<b>41%</b>
Grocery	11%	7%	6%	6%	7%	44%	39%	42%	37%	41%
Bakery	10%	5%	7%	4%	6%	66%	43%	48%	41%	50%
Baby Care	8%	6%	5%	4%	6%	18%	20%	22%	10%	17%
Produce	9%	5%	3%	3%	5%	49%	39%	42%	39%	42%
Household Care	7%	6%	4%	3%	5%	29%	27%	27%	19%	26%
Alcohol	11%	3%	4%	4%	5%	42%	19%	21%	21%	26%
Seafood	8%	5%	4%	2%	5%	71%	61%	62%	56%	63%
Deli	7%	3%	3%	3%	4%	52%	42%	44%	41%	45%
Heath & Beauty Care	4%	3%	1%	2%	3%	23%	24%	25%	20%	23%
Dairy	2%	-1%	-3%	-3%	-1%	37%	34%	34%	31%	34%
Meat	5%	-1%	0%	-1%	1%	51%	34%	37%	31%	38%
Tobacco & Alternatives	-2%	-4%	-4%	-4%	-3%	-1%	-1%	-1%	-3%	-1%
General Merchandise	-2%	-8%	-9%	-9%	-7%	8%	-7%	-3%	-9%	-3%
<b>Total Store</b>	<b>7%</b>	<b>3%</b>	<b>2%</b>	<b>2%</b>	<b>4%</b>	<b>34%</b>	<b>28%</b>	<b>30%</b>	<b>25%</b>	<b>29%</b>

The Human-Animal Bond between pets and owners helps to explain the power to drive this American business.

76%

of pet owners report that their **personal health has improved** as a result of owning a pet, up from 71% in 2016 (+5%)

87%

of pet owners say that they have **experienced mental health improvements** from pet ownership, up from 74% in 2016 (+13%)

98%

of pet owners agree that their **pet is an important part of their family** (this has remained steady since 2016)

## Pet Owner Spending

In 2022, despite economic pressures on their wallets, 39% of pet owners spent more on their pets than in previous years. In fact, 76% of pet owners reported that the economy did not have a downward effect on their pet expenditure, evidenced by the overall economic trends discussed in the previous slides.

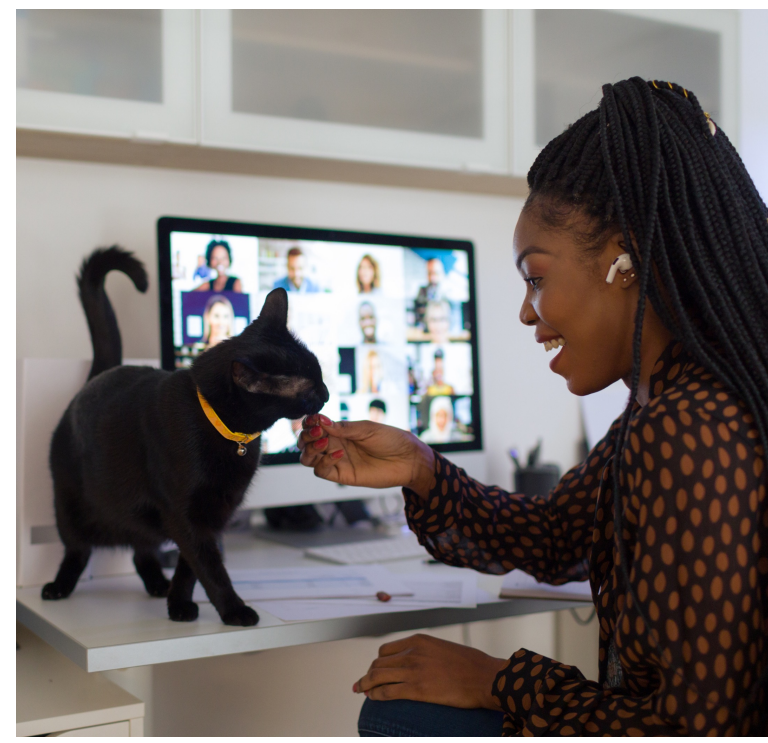
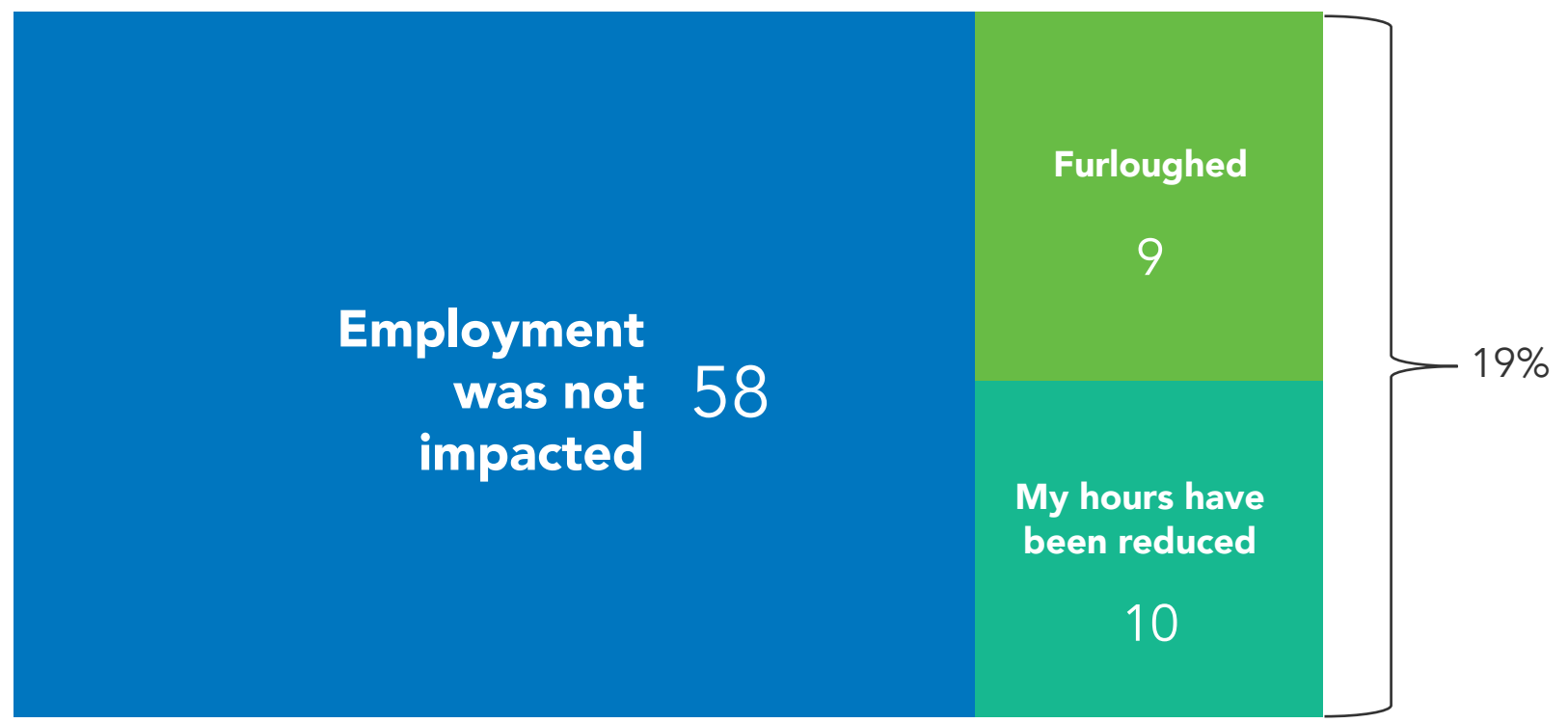
We are always interested to see which behavioral pivots stick around, and browsing in stores, while taking a downward turn due to COVID, has rebounded nicely to pre-pandemic levels. Learning about new pet products finds browsing in brick-and-mortar stores trending back up compared to the COVID years, but for younger generations, (i.e., Millennials and Gen Z), internet and social media is gaining popularity.

We see subscription-based pet food programs continuing to trend up, especially amongst younger pet owners. More on this in the Generations section.

# Most pet owners say their employment has not been impacted by the economy.

However, 1 in 5 say they've been impacted in some way.

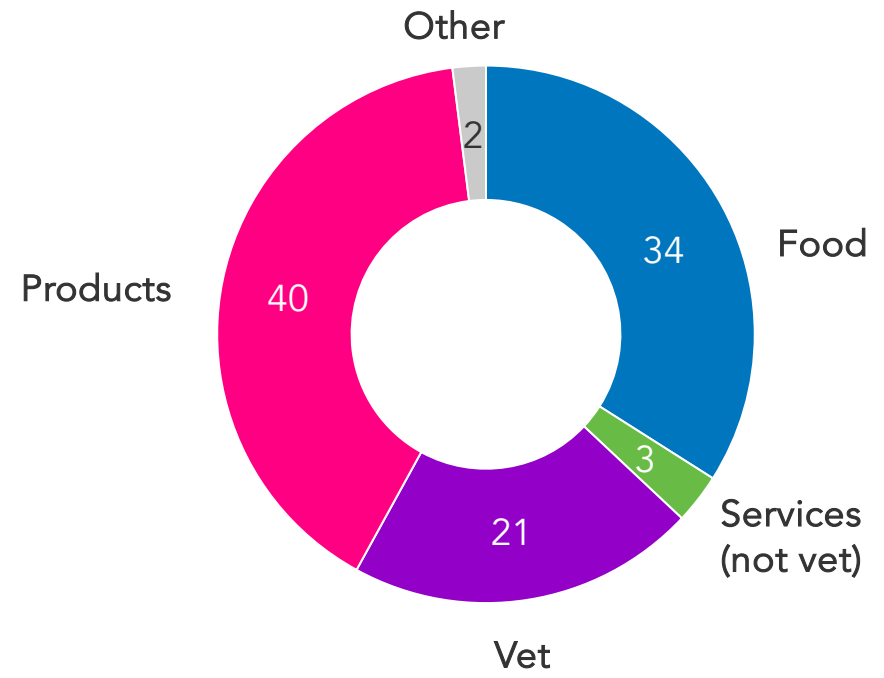
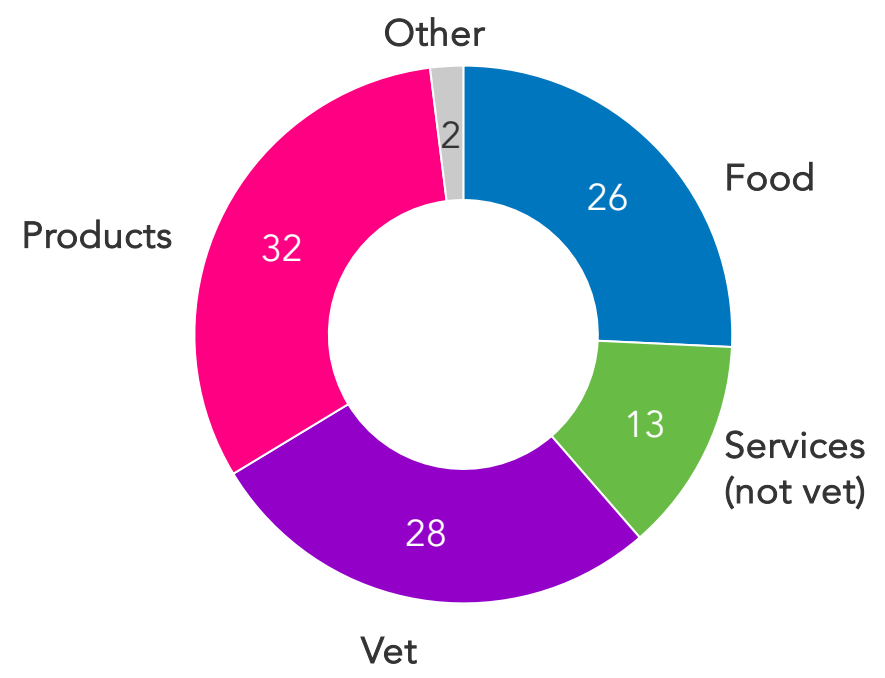
Impact Of Current Economy On Employment (%) - 2022



QS12g. How has your employment been impacted by the current economy?  
Base 15002.

# How do pet owners spend money? Pet products\* and food account for the largest share of dollars spent annually.

Share of Pet Wallet (%) - 2022



Q334/Q438. In the past 12 months, approximately how much did you spend on your dog/cat(s) for each of the following?

Base Dog/Cat : 2022: 7441/5319.

\*Products = beds, cages/crates, carriers, chews, grooming aids/brushing, harnesses/halters, heartworm meds, leashes, flea/tick meds, non-med collars, other meds, other supplies, shampoo/conditioner, food and water bowls, toys, vitamins/supplements

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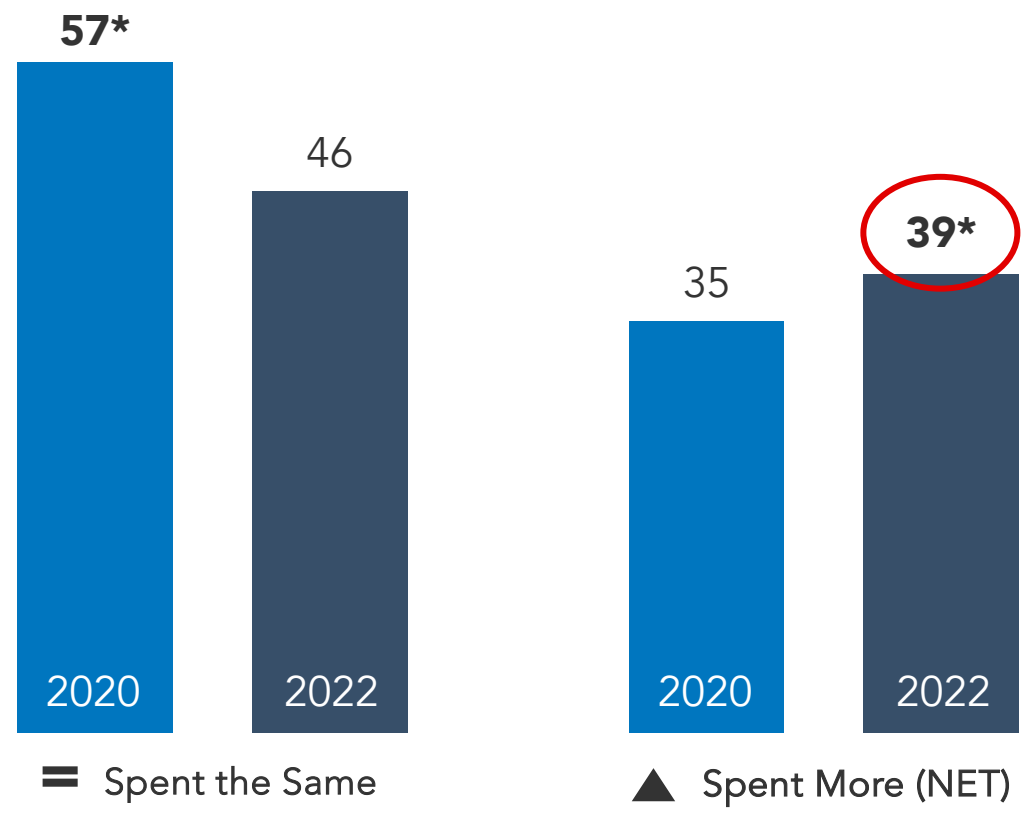
At the end of 2022, there were more than 110 million households buying pet products with an average value per buyer of \$680. That's a **10.7% increase** over the previous year and rising.<sup>1</sup>

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# Last year, half of pet owners spent about the same on their pets, but a significantly larger number - almost 40% - chose to spend more on their pets since COVID.

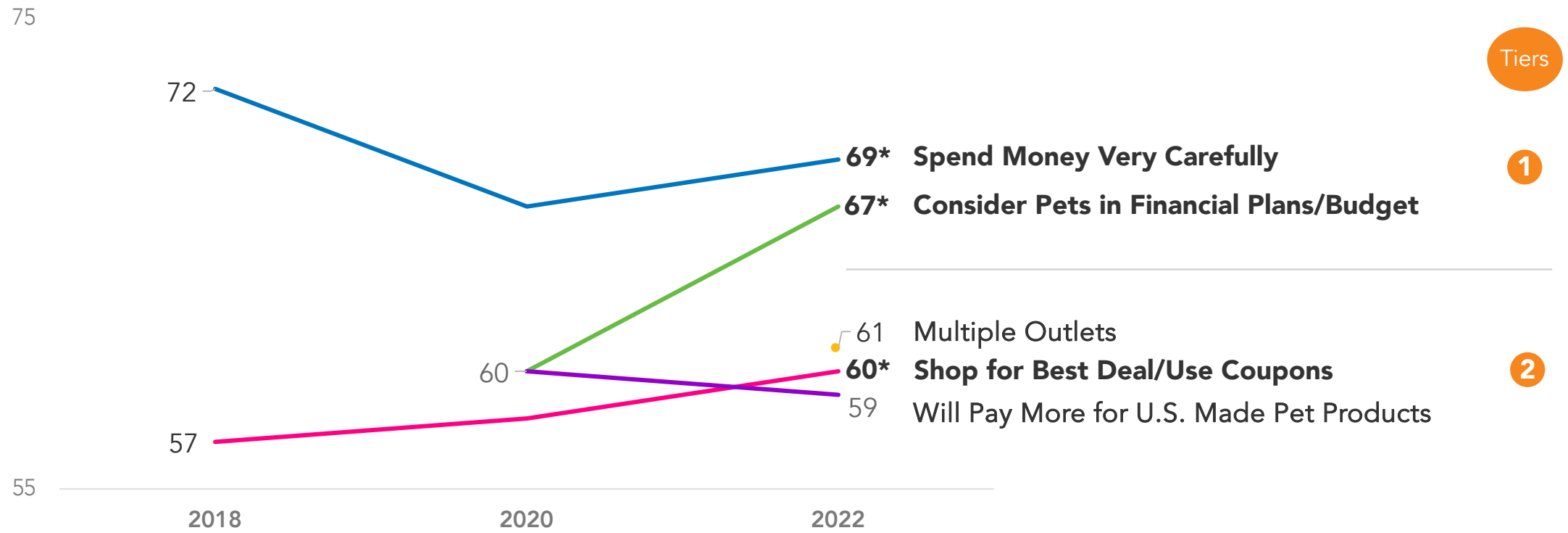
Influence of the Economy on Pet Spending in the Past 12 months (%) - 2022



\* Significantly different between years at a 95% level of confidence  
QS12a1. How has the current economy influenced your spending on your pet/pet supplies in the past 12 months?  
Base 2020: 2112, 2022: 9941.

# Pet owners are still conscientious about how they spend money, but they almost always consider their pet(s) in their budgets.

Agreement With Personal Statements About Finances and Purchasing Pet Products (%) – over time



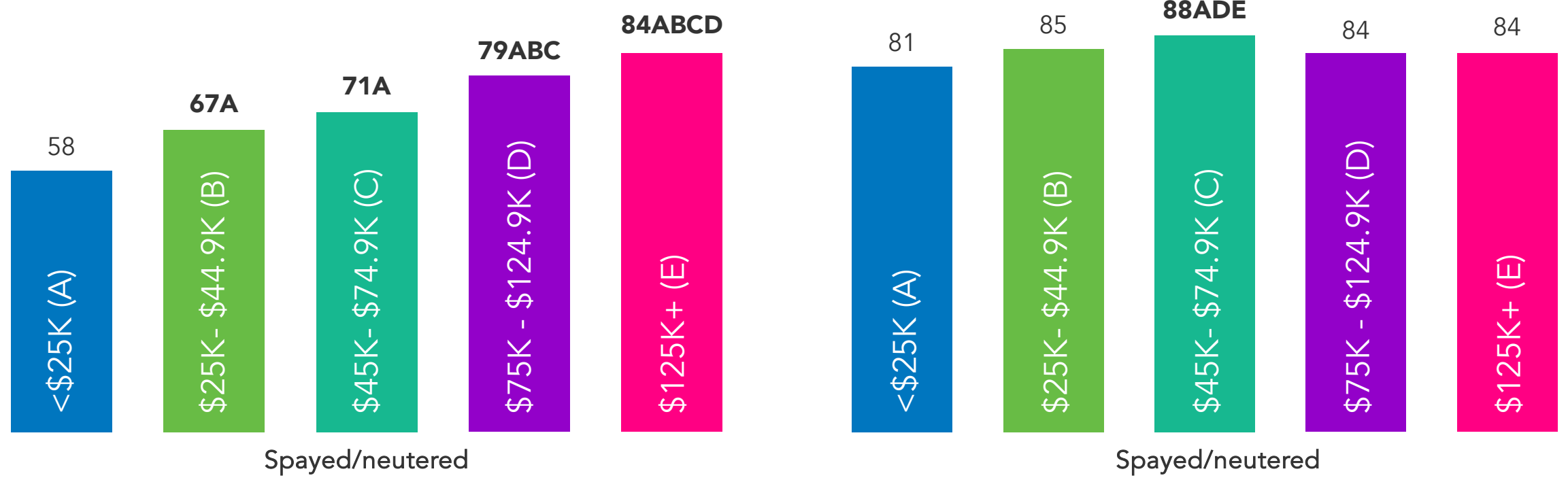
\*Significantly different vs. 2018 at a 95% level of confidence  
Base 2018: 15000, 2020: 2999, 2022: 15002

QS9\_TOP2. Below are a series of statements. After reading each statement please indicate the extent to which you agree or disagree with each statement. (5=Strongly Agree, 1=Strongly Disagree) - Top 2 Box Summary



For canines, spayed/neutered pets are more common in higher-income households; felines are consistent across economic lines. There is an outreach opportunity here for lower-income, dog-owning communities.

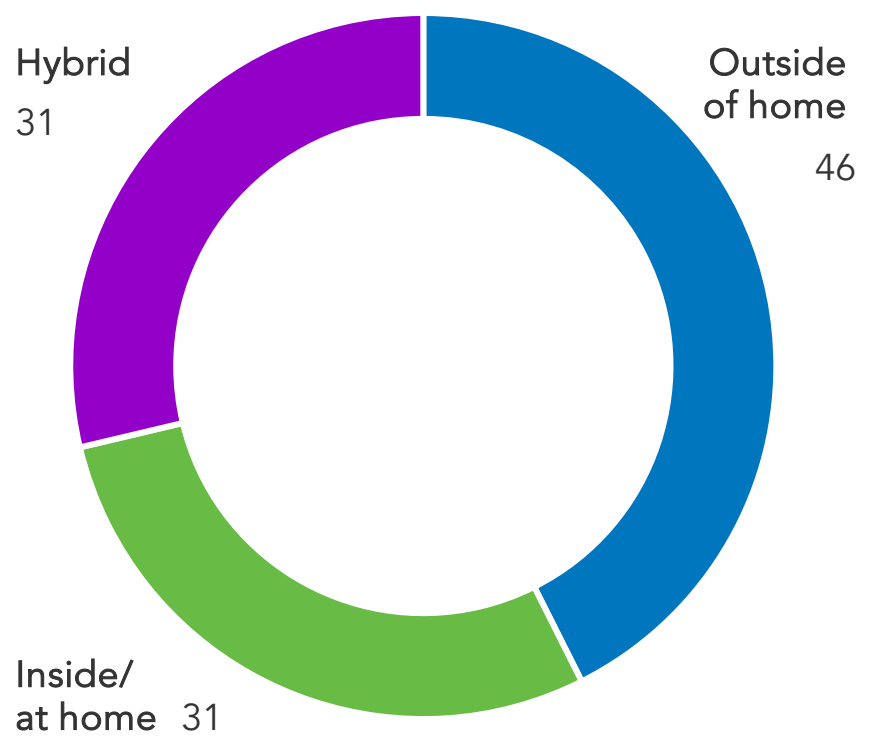
Dogs/Cat that are Spayed/Neutered by Household Income (%) - 2022



Letters indicate statistical significance at a 95% level of confidence within corresponding species group Q312/Q410. Is your dog/cat(s) spayed or neutered?  
Base <25K: 440, \$25K- \$44.9K: 559, \$45K- \$74.9K: 776, \$75K - \$124.9K: 781, \$125K+: 956.

# Pet owners mostly work outside the home in 2022.

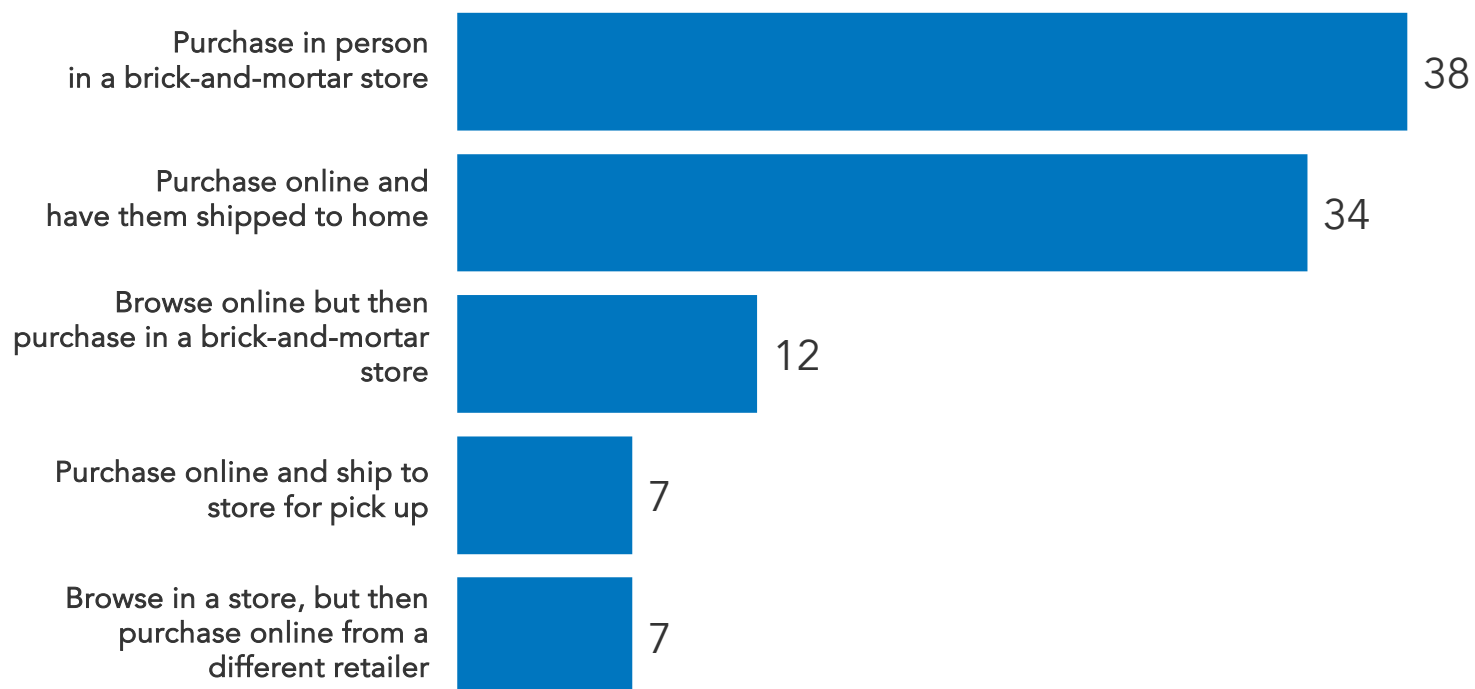
Current Employment Status (%) - 2022



QS12h. How would you describe your current employment situation?  
Base 2022: 12,702.

# Shopping modality is dominated by two sources: brick-and-mortar store and/or online and shipped home.

How Pet Owners Typically Shop For Pet Products (%) - 2022



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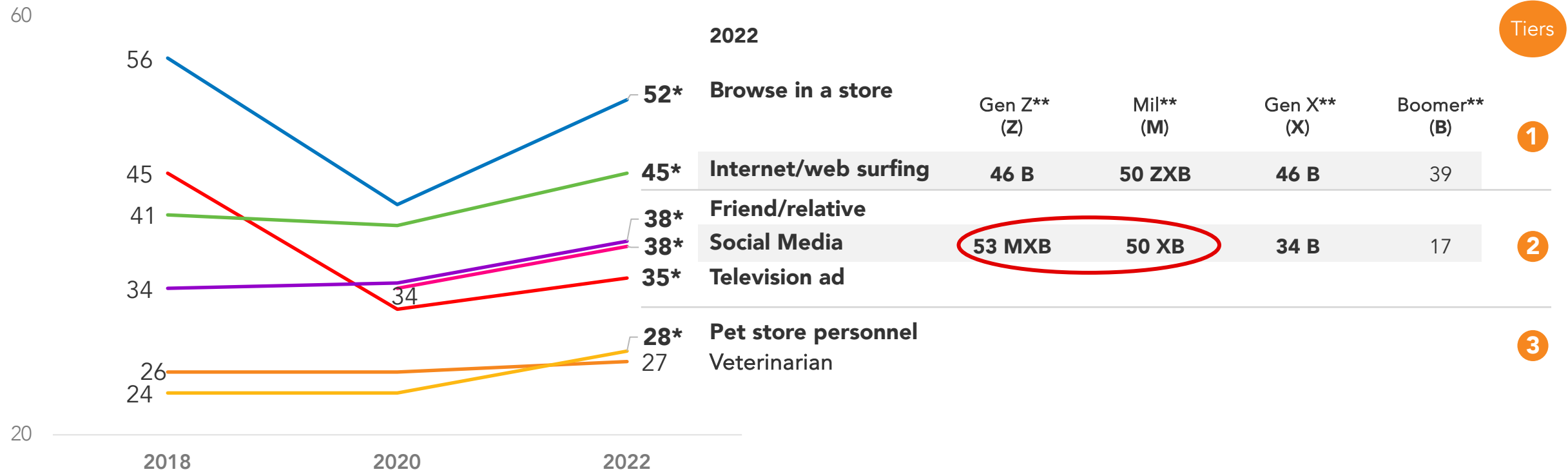
It's important to note that omnichannel shoppers exhibit some different behavior than their brick-and-mortar counterparts.

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# Browsing in-store bounced back after COVID to pre-pandemic levels, but learning about new pet products through social media gained huge grounds, especially among younger pet owners.

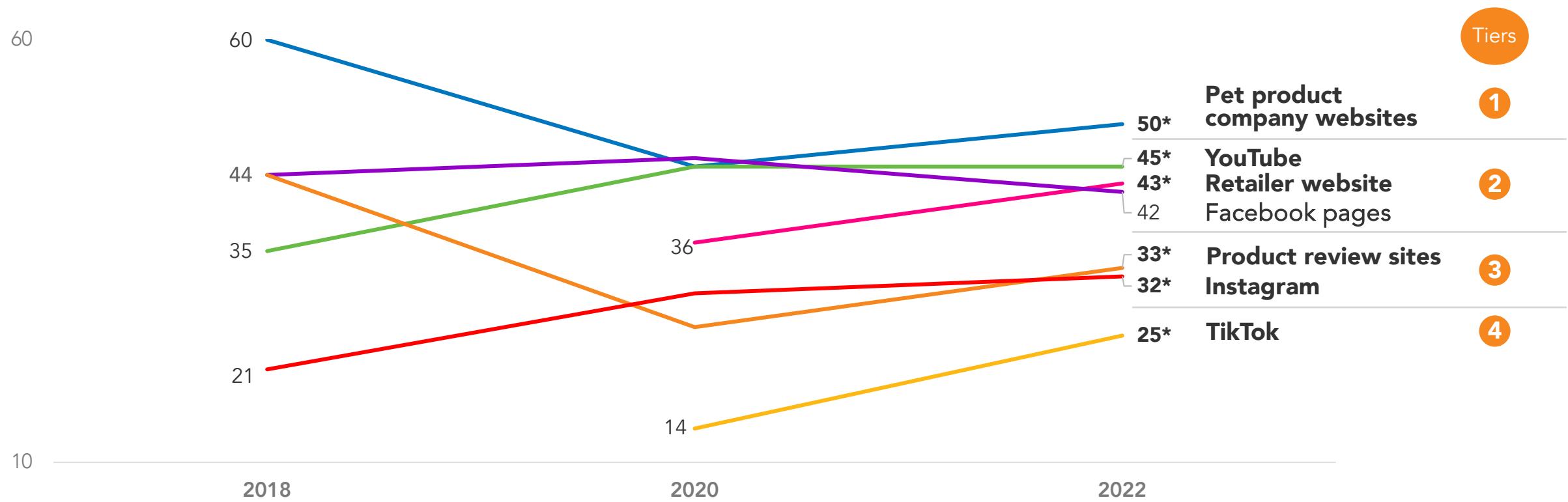
How A Pet Owner Becomes Aware Of New Pet Products (%) – over time (left chart) and in 2022 (right table)



\* Significantly different vs. 2018 at a 95% level of confidence  
 QS5a. How do you/did you usually become aware of new pet products?  
 Base sizes: 2018 (XX), 2020 (XX), 2022 (XX)  
 \*\* Generation definitions in Background and Purpose Section

# Pet company websites are still the main source for learning about new products, but YouTube, retailer websites, and TikTok are shifting upwards.

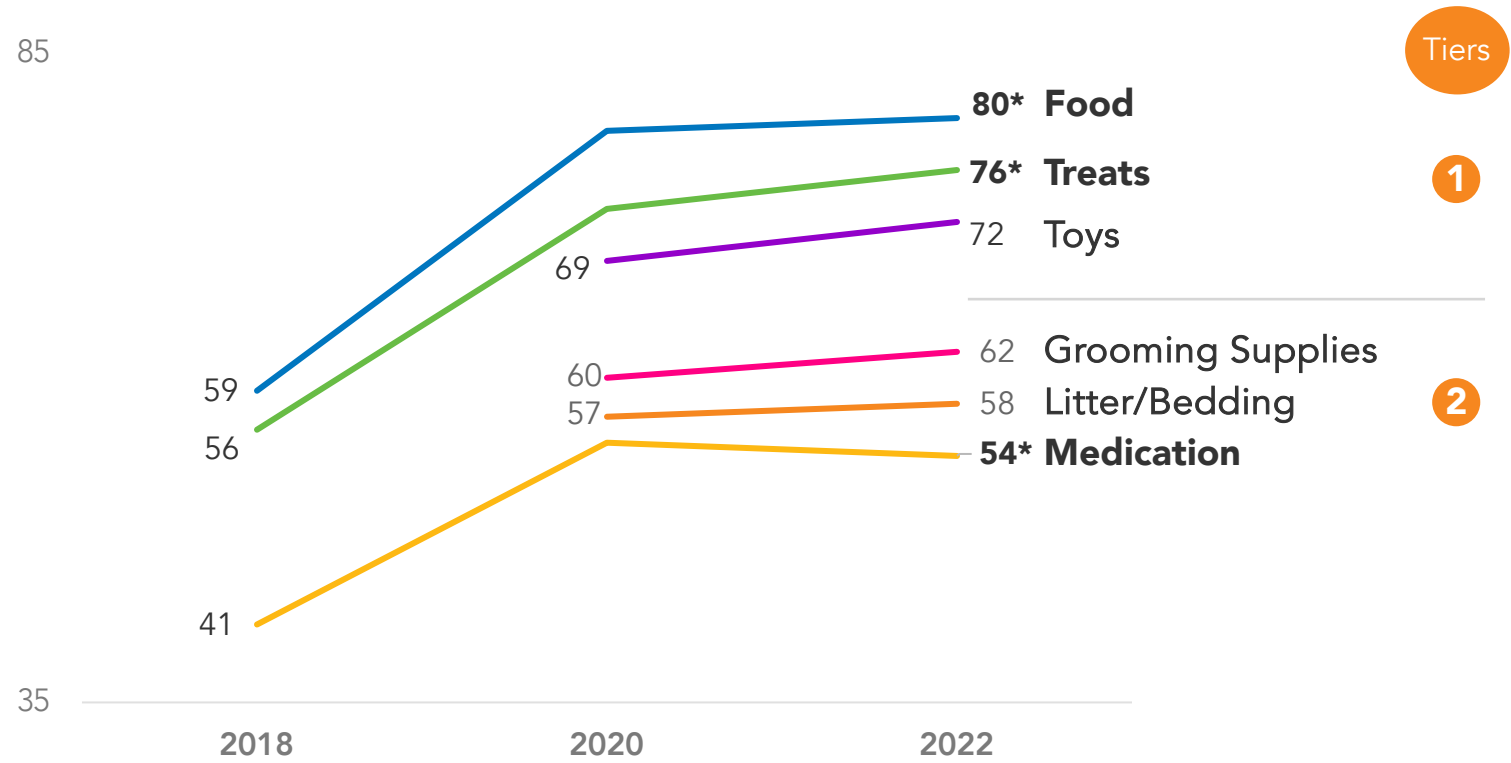
How A Pet Owner Learns About Pet Products On The Internet (%) – over time



\* Significantly different vs. 2018 (or 2020 if no 2018 data) at a 95% level of confidence  
QS5b. Which of the following do/did you use to learn about pet products on the Internet?  
Base 2018: 4834, 2020: 1303, 2022:6543.

# Pet food, treats, and toys are what pet owners purchase online now, and this trend has increased drastically as a result of COVID.

Pet Care Items Purchased Online within the Past 12 months (%) – over time

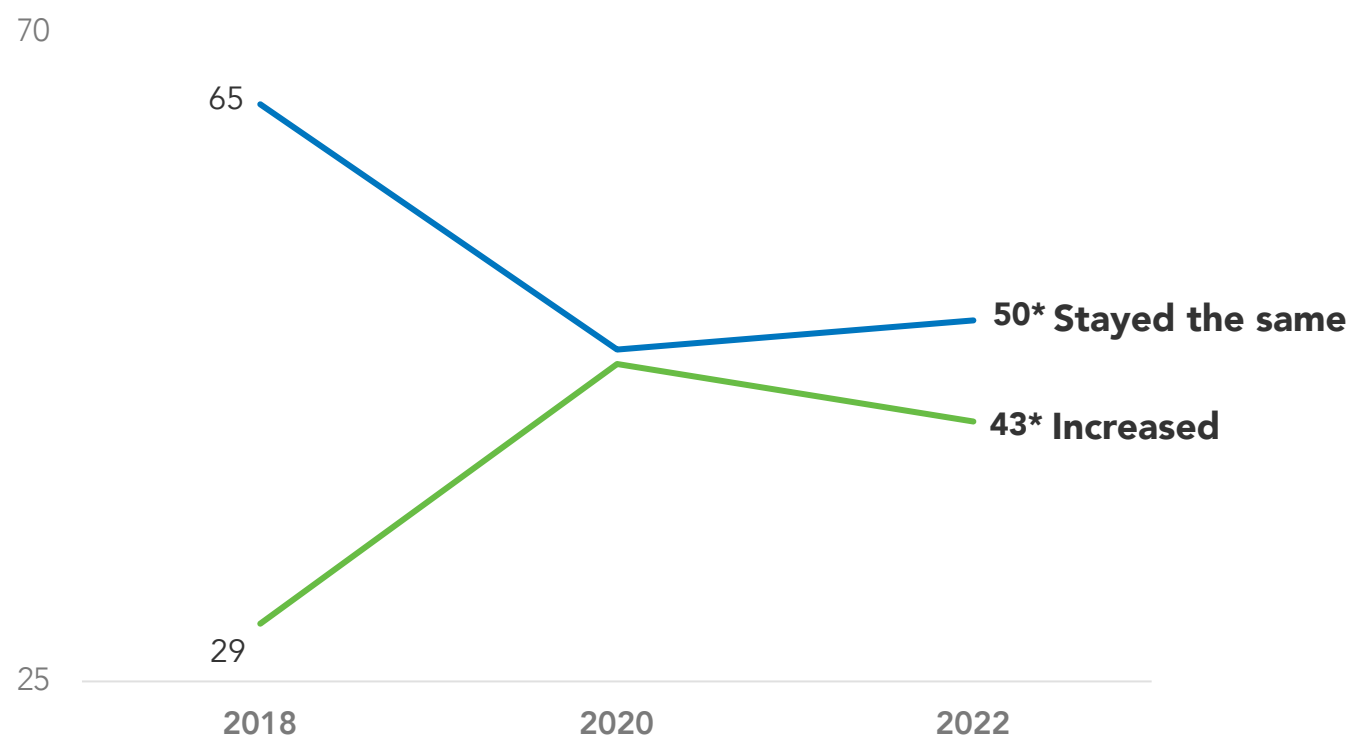


\* Significantly different vs. 2018 at a 95% level of confidence  
QS6a. What Pet Care Items did you Purchase Online Within The Past 12 Months?  
Base 2018: 10090, 2020: 2112, 2022: 9941.

All Pet owners

# The increase in online purchases shifted as a result of COVID and remains strong.

Change in the Number of Online Purchases in the Past Year (%) – over time

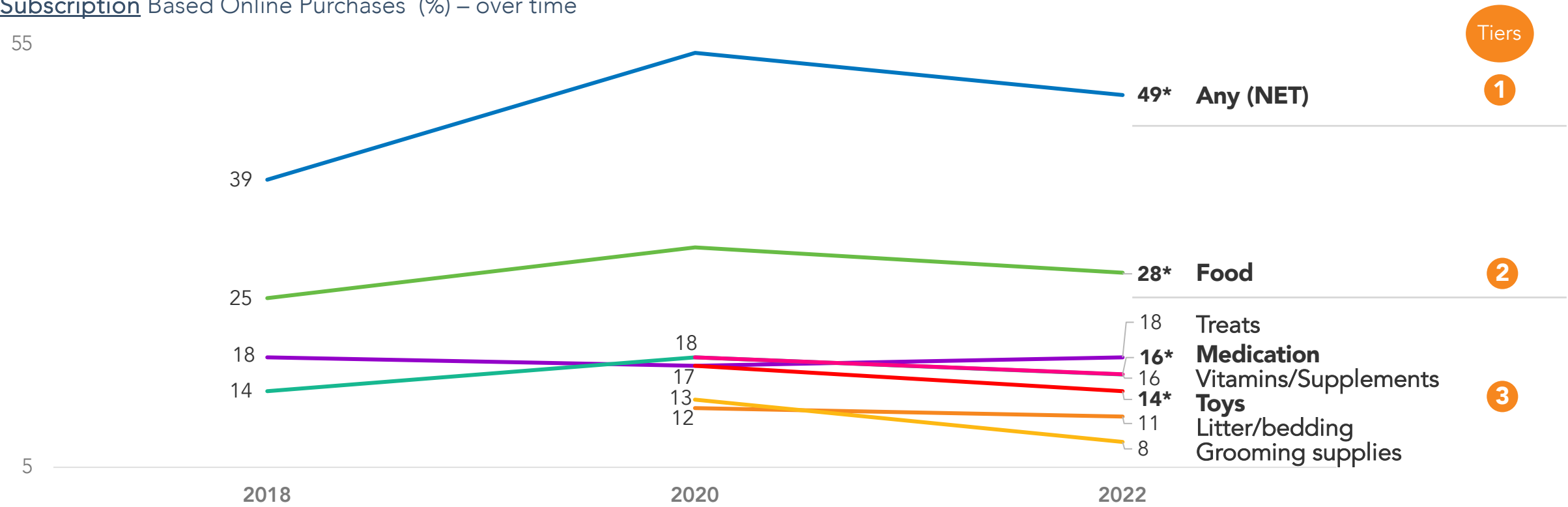


\* Significantly different vs. 2018 at a 95% level of confidence  
QS6c. How has the number of times you purchased pet products online changed in the past year?  
Base 2018: 10090, 2020: 2112, 2022: 9941.



As a result of COVID, nearly 50% of pet owners have some type of subscription-based internet purchase. While numbers for these purchases has normalized after COVID, the adoption of subscription-based purchases continues to be a strong trend.

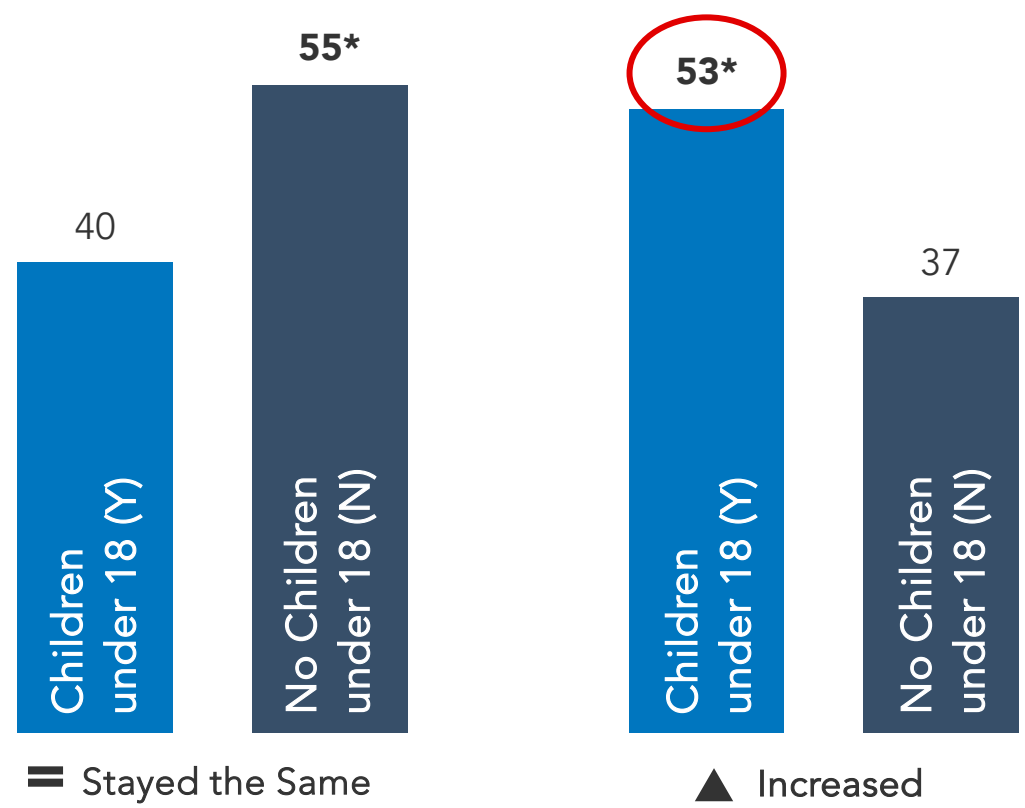
Subscription Based Online Purchases (%) – over time



\* Significantly different vs. 2018 (or 2020 if no 2018 data) at a 95% level of confidence  
QS6b. Which of your internet purchases are subscription based?  
Base 2018: 7291, 2020: 1860, 2022: 8973.

# Households with children under 18 are much more likely to have increased their online pet product purchases; it's more convenient and efficient.

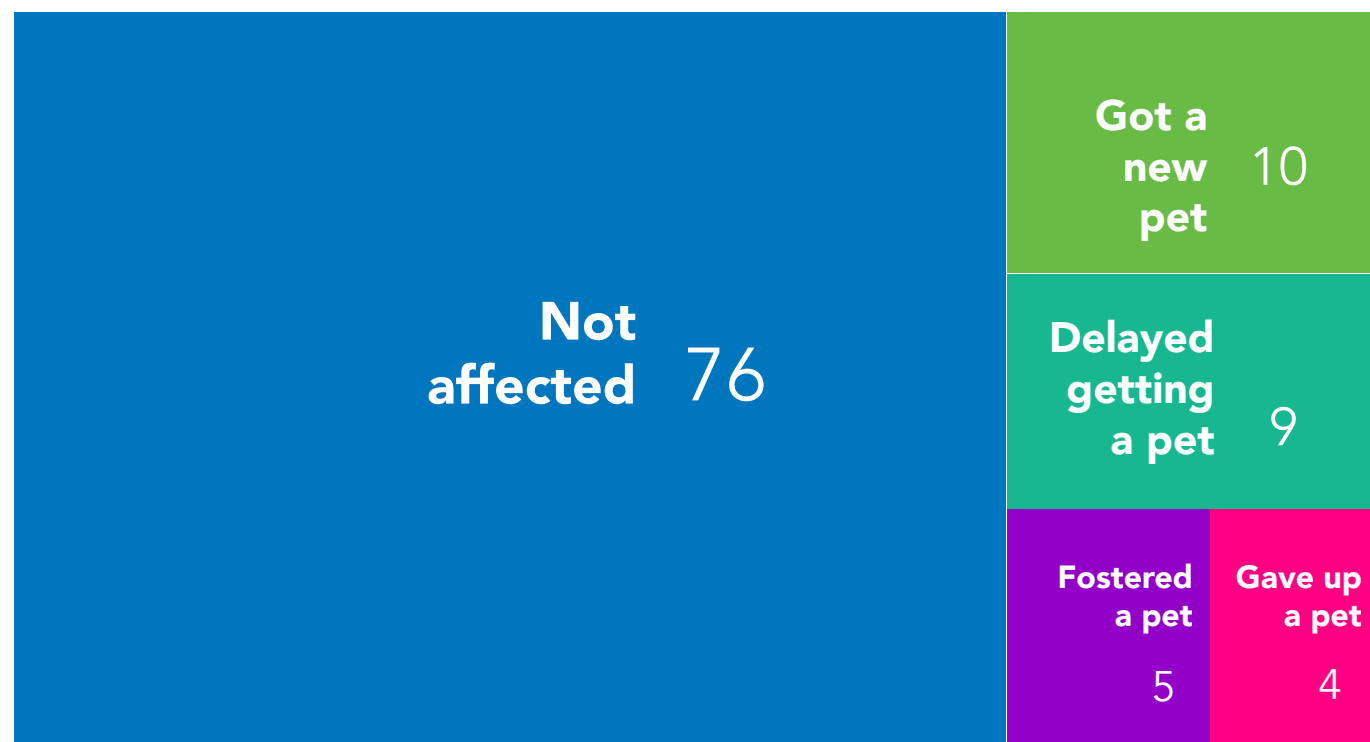
Change in the Number of Online Purchases in the Past Year among Households with Children (%) - 2022



\* Significantly different at a 95% level of confidence  
QS6c. How has the number of times you purchased pet products online changed in the past year?  
Base Under 18 Yes: 3847, No: 6094.

# An overwhelming majority of pet owners state the economy has not affected their pet ownership.

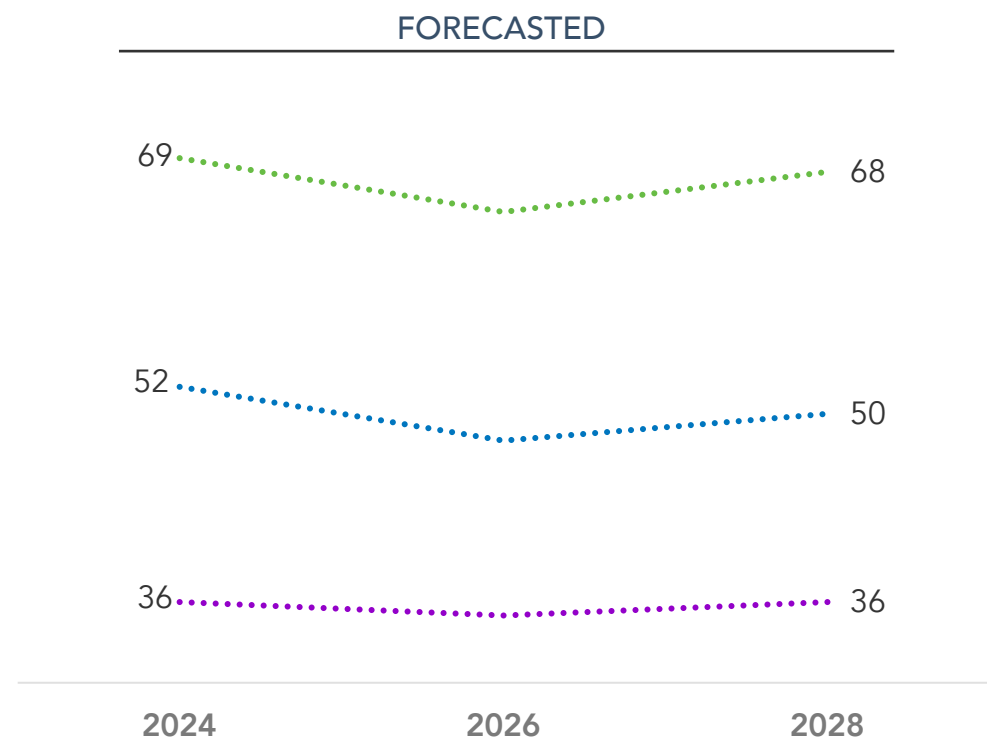
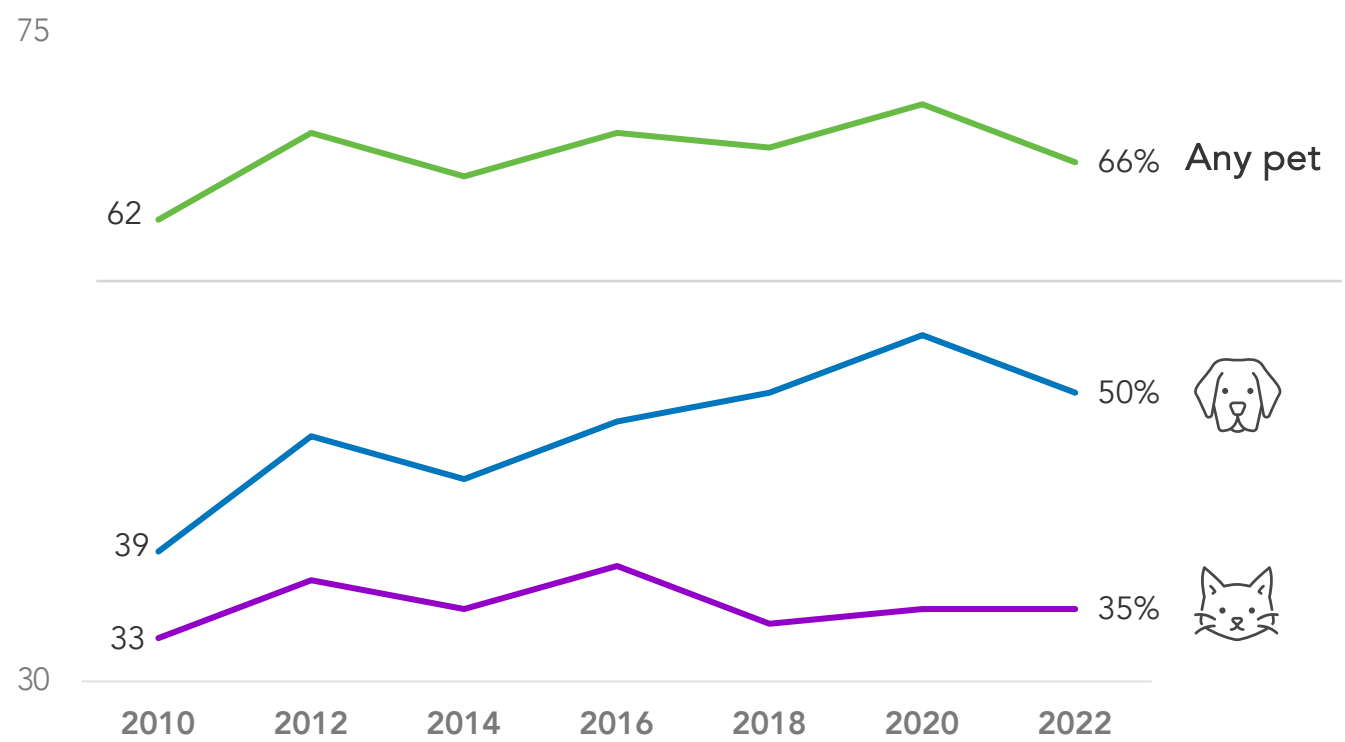
How pet ownership been affected by the current economy (%) - 2022



QS12e. How has your pet ownership been affected by the current economy?  
Base 9941.

# Pet ownership levels have remained fairly steady (in the mid-to-high 60's) in the American household since 2010. We expect the percentage of households with pets to remain steady through 2028.

Pet Ownership as a Percentage of U.S. Households (%) – over time

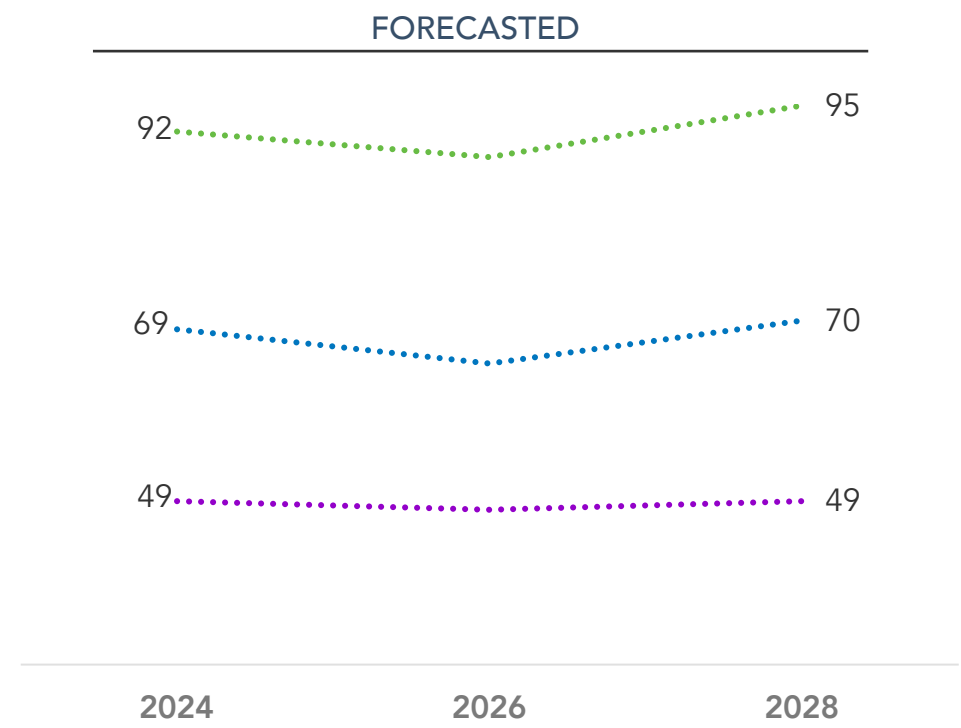
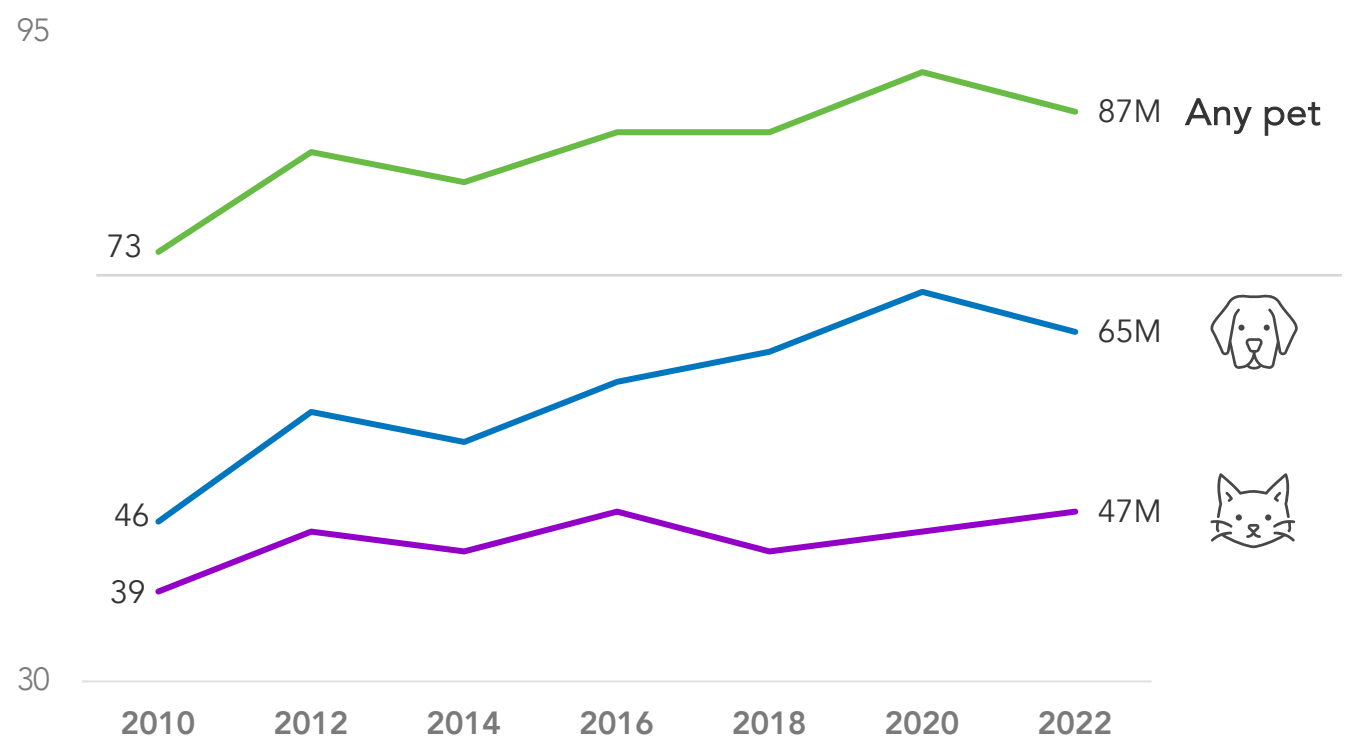


Base 2018: 15000, 2020: 2999, 2022: 15002.  
Forecast to 2028 based on ARIMA model method.

QS1. First, do you or does anyone in your household currently own a pet (i.e. dog, cat, bird, small animal, reptile, fish or horse)?  
QS3A. Please indicate from the list below the type(s) of animal(s) you own. Select one for each.

# The overall number of U.S. households that own pets has increased steadily over time. We forecast strong numbers in the years to come.

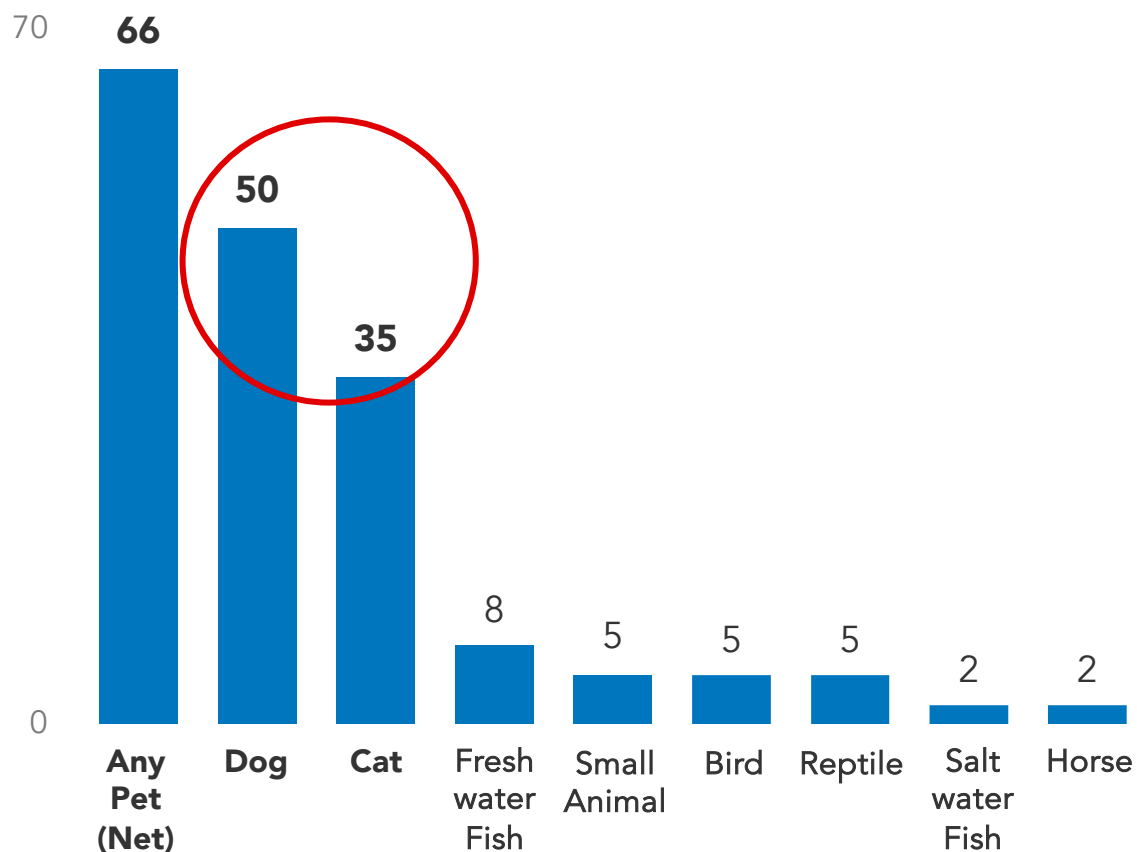
Estimated **Number of U.S. Households\*** that Own a Dog/Cat (in millions)



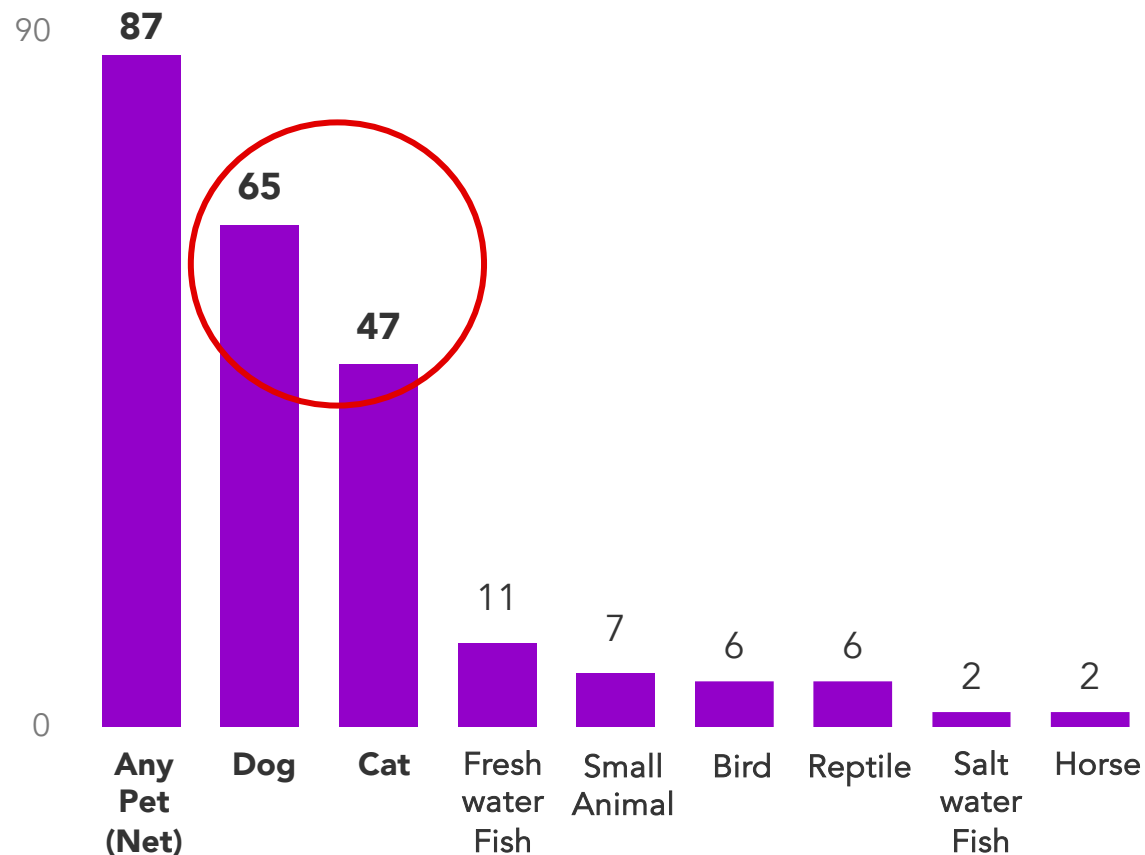
\*U.S. Households based on Census numbers QS3A. Please indicate from the list below the type(s) of animal(s) you own. Select one for each. Base 2018: 15000, 2020: 2999, 2022: 15002.

The sixty-six percent of all US households that own a pet consists of mostly canines and/or felines. Therefore, the focus of species analysis will be on canines and felines.

Percentage of US HH that own species (%)

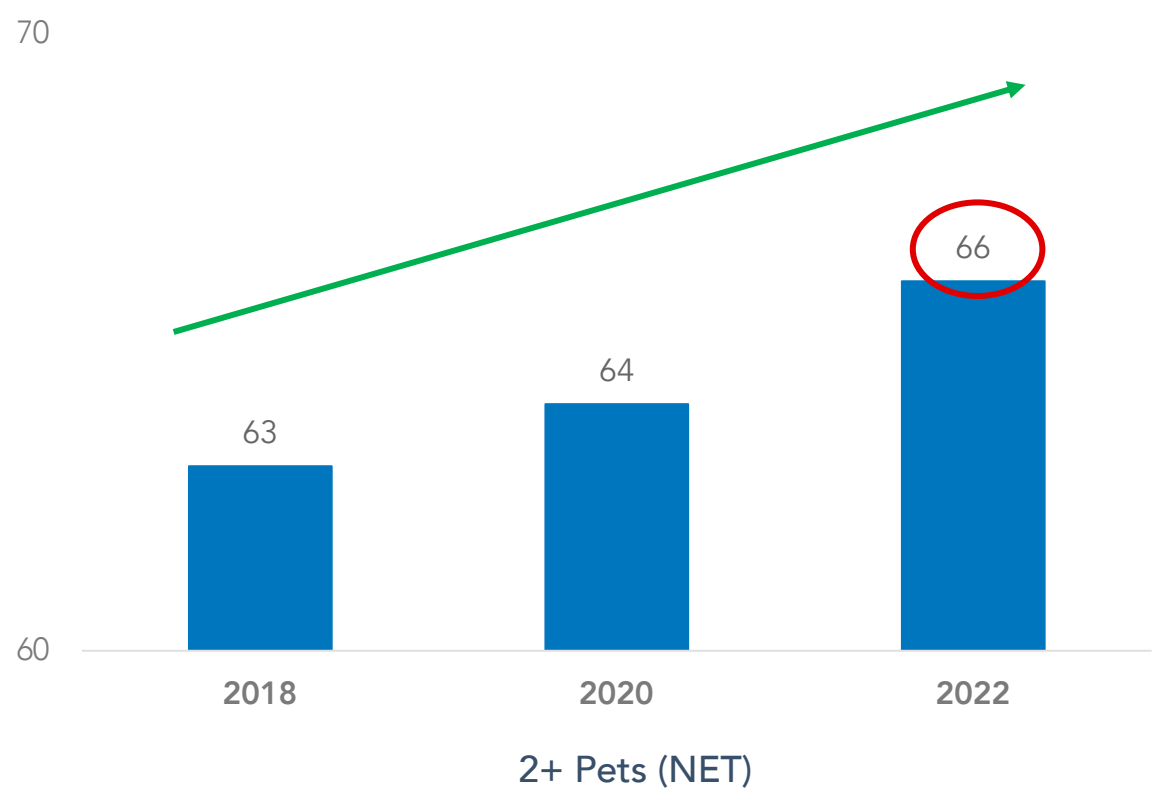


Est Number of US HH that own species (in Mil)



# Even as the percentage of US households that have a pet remains steady, the percentage of multi-pet households has risen steadily over the past several years...

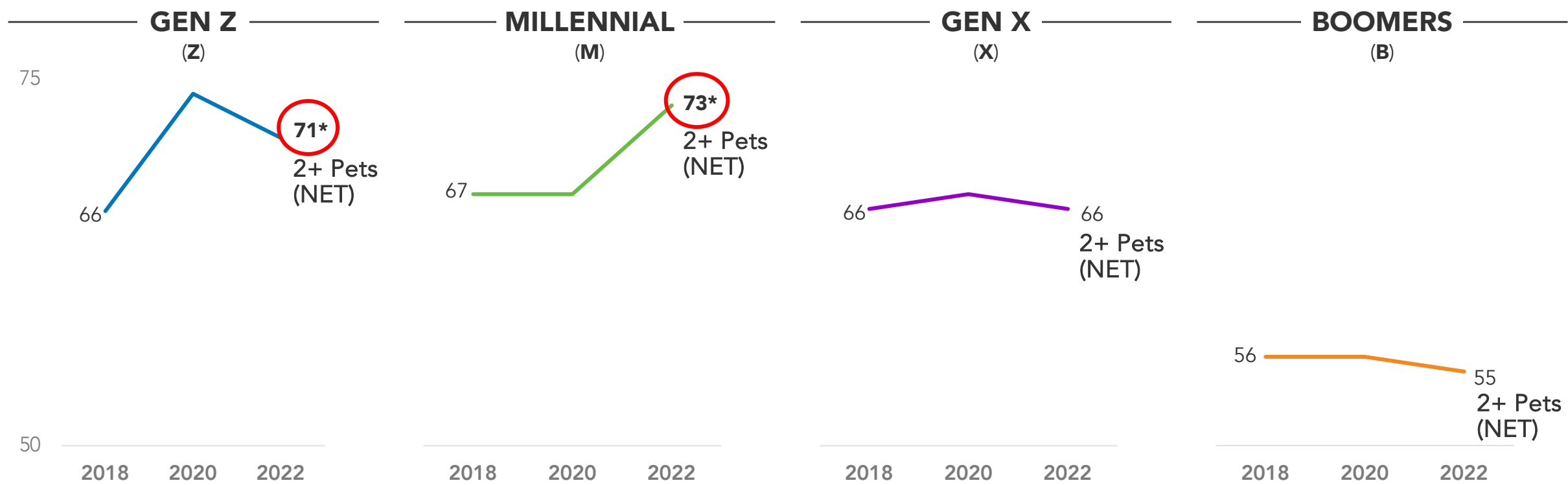
2+ Pet Households (%) – over time



Source: APPA National Pet Owner Survey 2023  
QS3b\_Including\_Fish. Number of Pets Owned, Including Fish.  
Base 2018: 10090, 2020: 2112, 2022: 9941.

... but this increase is almost entirely explained by Gen Z and Millennial households, where almost three quarters are multi-pet households.

2+ Pets in Household (%) – over time

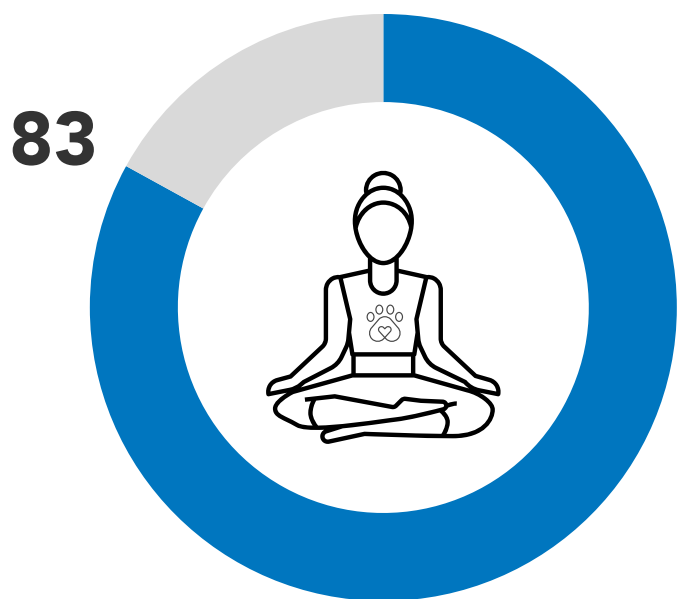


\* Significantly different vs. 2018 at a 95% level of confidence  
QS3b How many of each of the following pets do you currently own?  
Base 2018/2020/2022 Gen Z: 1066/303/1598, Gen M: 3095/669/3275, Gen X: 2621/508/2492, Boomers: 2926/570/2416.

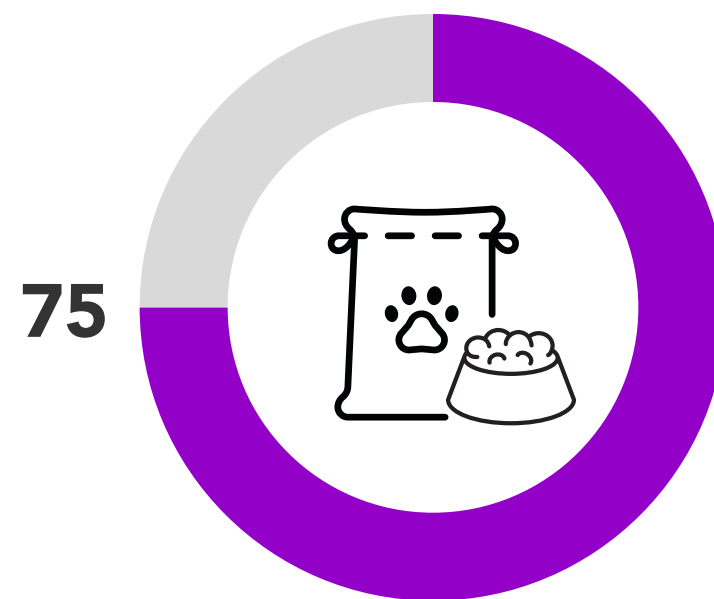


## Pet owners say their attitudes and behaviors towards their pets have not been affected by the economy in 2022.

Agreement with Personal Attitude Statements (%) - 2022



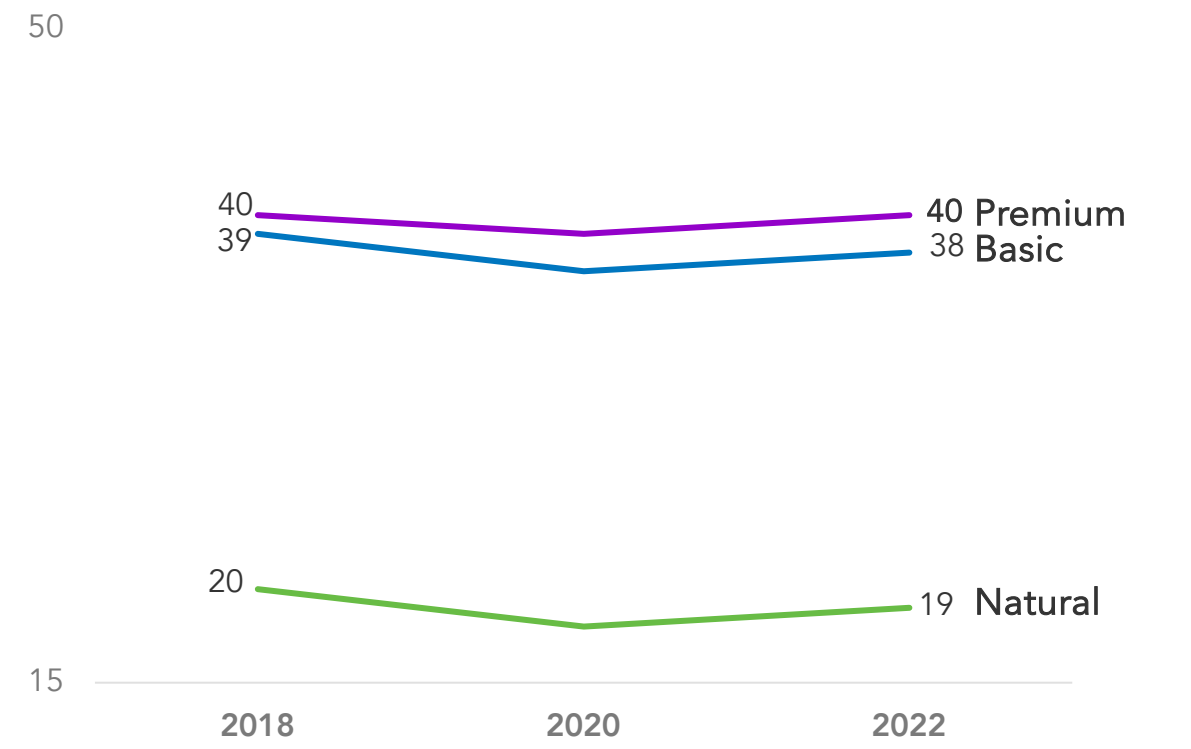
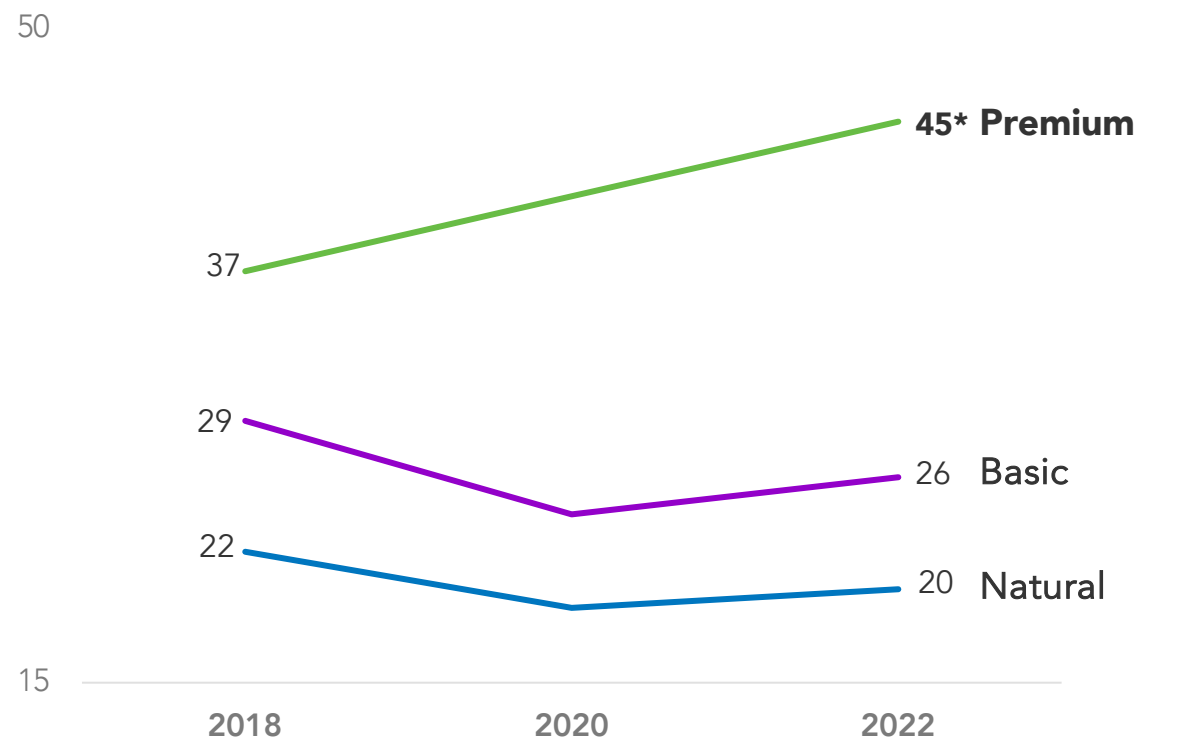
Spending time with my pet is helping to reduce my stress and increase my sense of well-being



My pet's diet is very important to me, so I do not plan to make any changes to it regardless of the economy/my finances

# Premium food rules the category for both cats and dogs; basic food is a close second for cats.

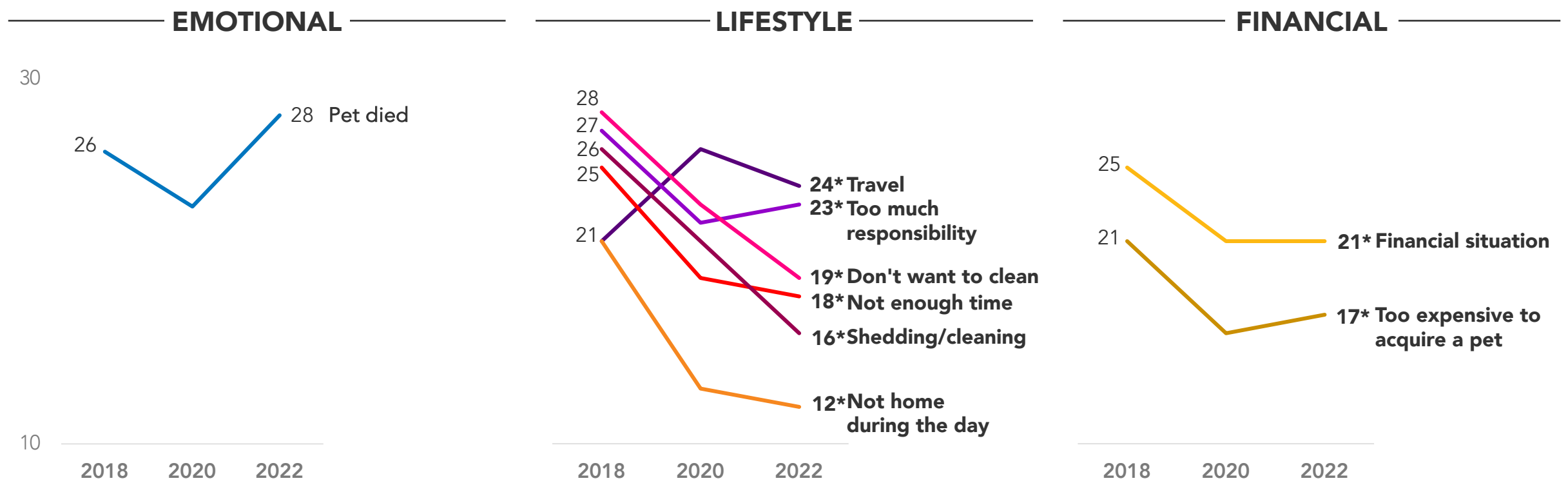
Types of Pet Food Purchased in the Past 12 Months (%) – over time



\* Significantly different vs. 2018 at a 95% level of confidence  
 Q318a/Q416a Please indicate what types of food you have purchased in the past 12 months for your pet(s).  
 Base Dog/Cat 2018:500/500, 2020:3310/3022, 2022:3512/3508.

# Why do people not own pets? For previous pet owners who no longer have a pet, they mostly say it's because of pet's death and less about lifestyle or financial reasons.

Reasons for Not Currently Owning a Pet among **Previous Pet Owners** (%) – over time

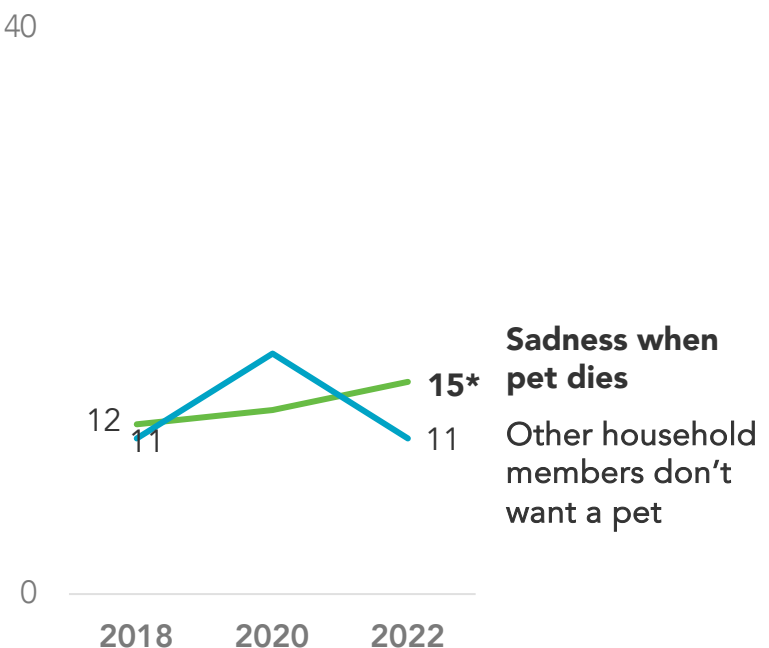


\* Significantly different vs. 2018 at a 95% level of confidence  
QS11. Please indicate why you don't currently own a pet.  
Base 2018: 3046, 2020: 516, 2022: 3297.

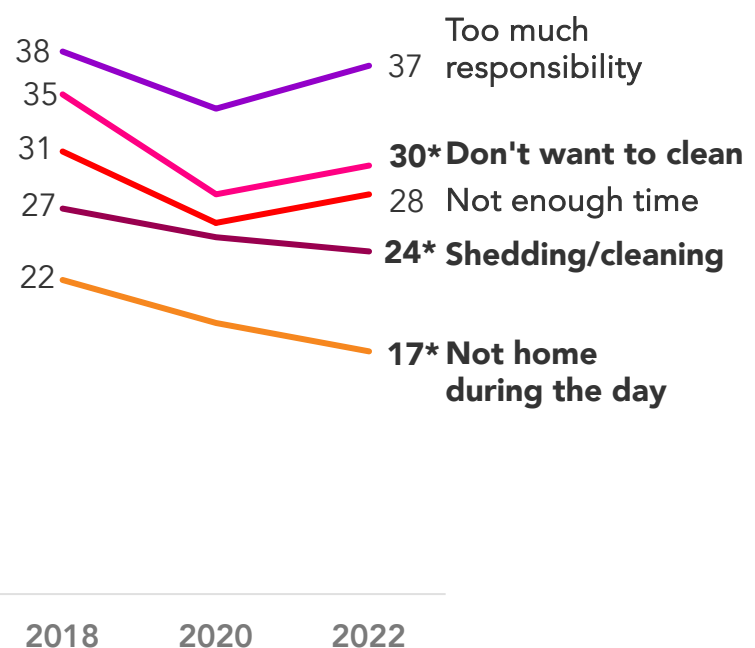
# Why do people not own pets? For people who have never owned a pet, they say it's about the lifestyle and/or the financial commitments involved.

Reasons for Not Currently Owning a Pet Among **Non-Pet Owners** (%) – over time

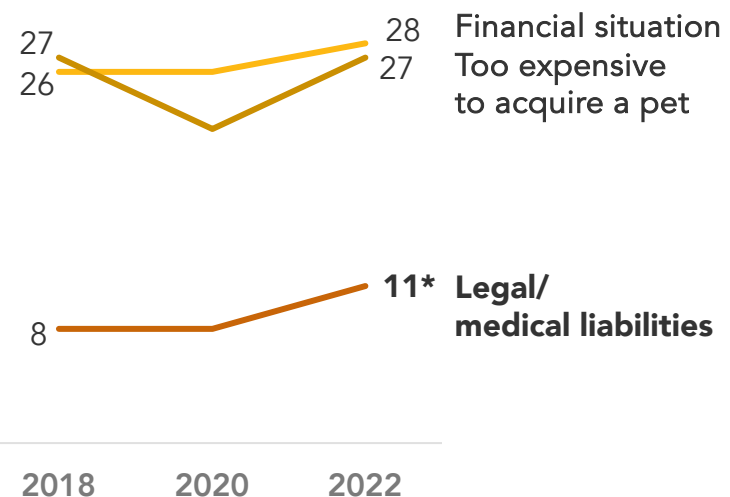
## EMOTIONAL



## LIFESTYLE



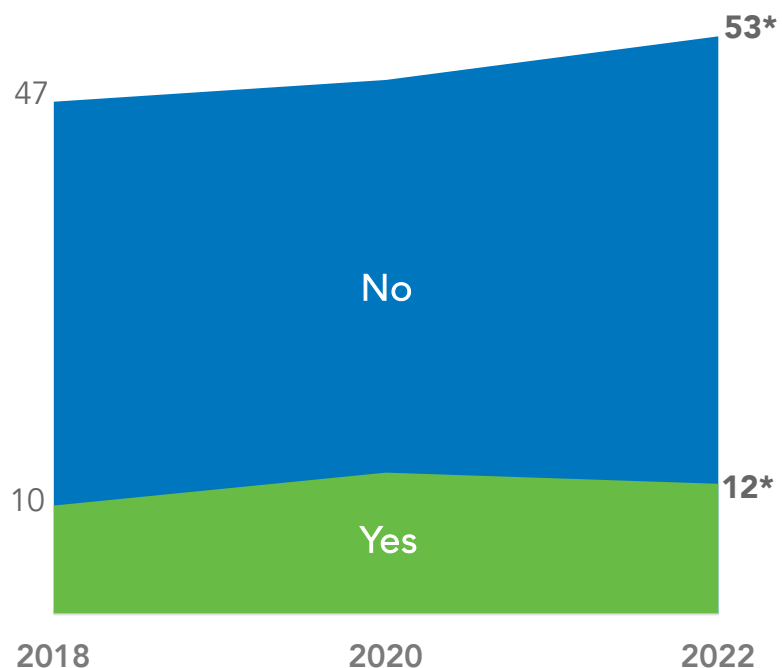
## FINANCIAL



\* Significantly different vs. 2018 at a 95% level of confidence  
QS11. Please indicate why you don't currently own a pet.  
Base 2018: 1884, 2020: 371, 2022: 1764.

**Not many places allow pets in the workplace, and this hasn't changed since before COVID. As companies struggle to find balance between remote and in-person work, allowing pets in the workplace could be an untapped recruitment opportunity.**

Does Workplace Allow Pets (%) – over time



\*Significantly different vs. 2018 at a 95% level of confidence  
QS13. Does your place of work allow pets?  
Base 2018: 15000, 2020: 2999, 2022: 15002

# Generation



## Generational Differences

### Market to Millennials:

- Millennial pet owners still account for the largest category of pet owner, but Gen Z pet ownership is on the rise as they age out of their parent's houses/university and into the workforce.
- The Gen X and Boomer pet owners have decreased in pet ownership since pre-pandemic times.

### The Importance of a Branded, Online Presence:

- The two younger generations are significantly more brand-name driven than the two older generations.
- Younger pet owners mostly shop for pet products online, whereas the older generations still prefer brick-and-mortar shopping.
- When seeking pets, the younger generations rely on online or social media sources, whereas the two older generations rely on word-of-mouth sources.

## Generation Definition

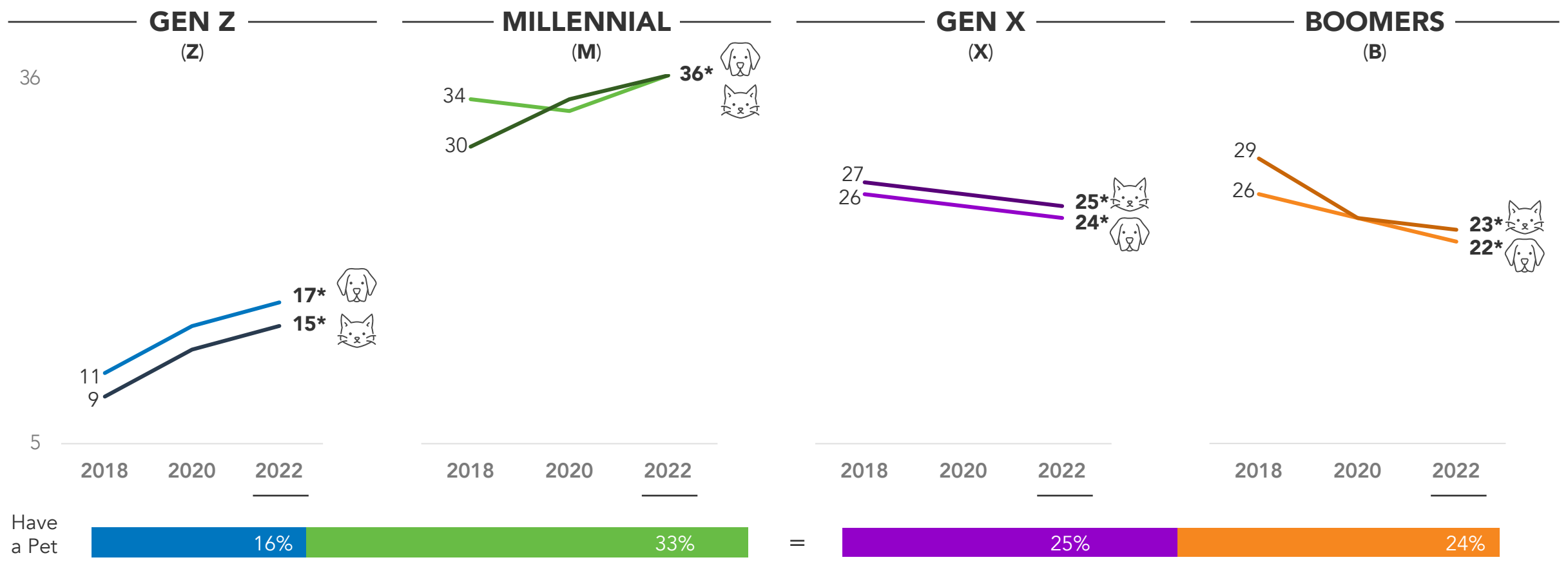
The 2022-2023 survey employs the following definitions for each generation:

<b>Generation</b>	<b>Year Range</b>	<b>Age</b>
Gen Z	1995-2004	18-27
Millennial	1980-1994	28-42
Gen X	1965-1979	43-57
Baby Boomer	1946-1964	58-76
Builder	1925-1945	77+



# Where do you focus? Millennial pet owners account for more dogs and cats than any other generation, although Gen Z numbers are on the rise as they age into the category. We see waning numbers from Gen X and Boomers.

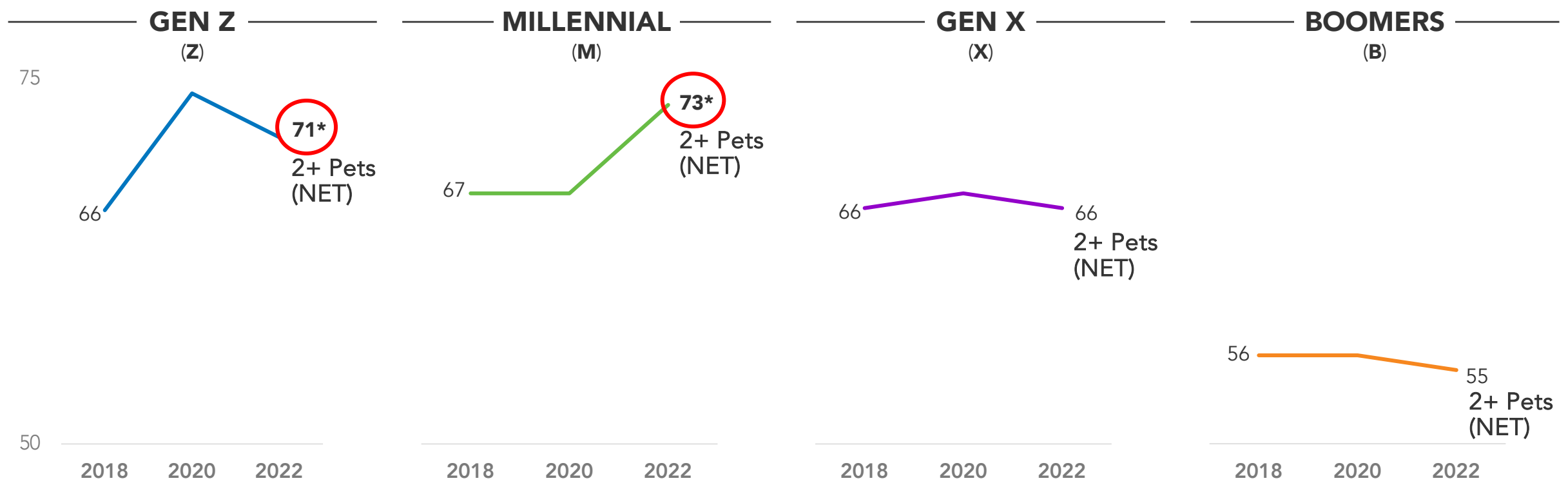
Pet Ownership by Generation (%) – over time



\* Significantly different vs. 2018 at a 95% level of confidence  
QS3A. Please indicate from the list below the type(s) of animal(s) you own. Select one for each.  
Base Dog/Cat 2018 :7529/5073, 2020: 1610/1058, 2022: 7441/5319; base size for any pet: 15002.

# Gen Z and Millennials believe in multi-pet households, as almost three quarters of these generations are in this category.

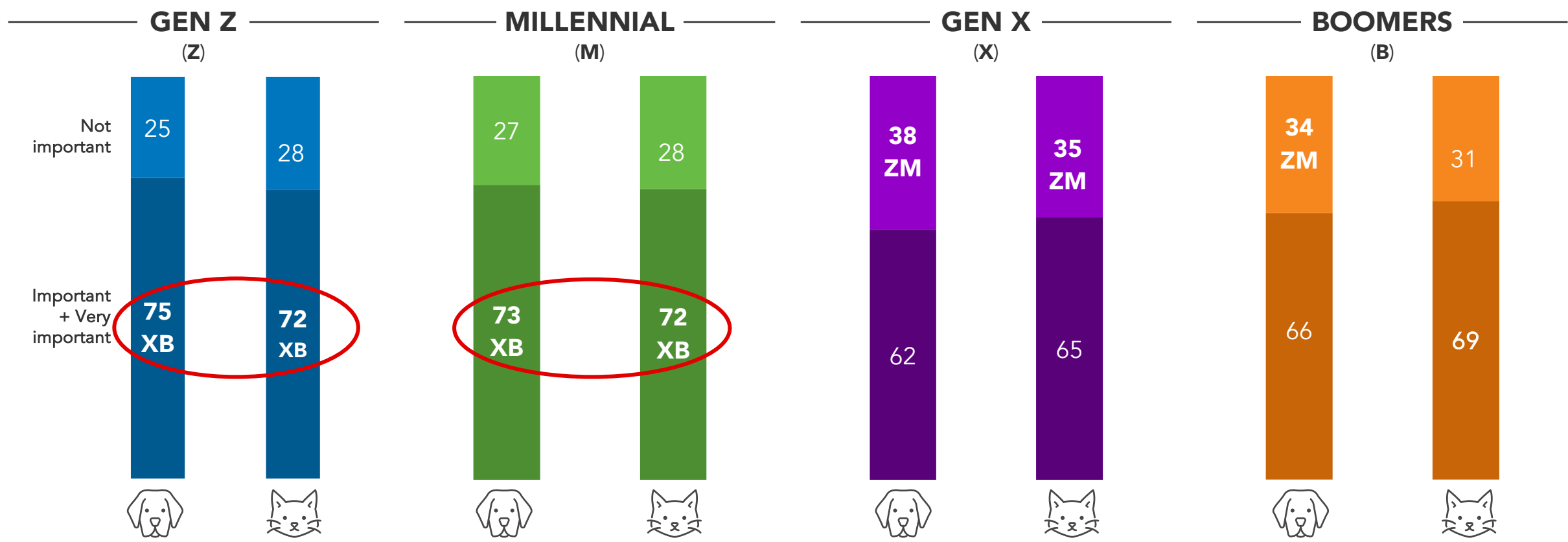
2+ Pets in Household (%) – over time



\* Significantly different vs. 2018 at a 95% level of confidence  
QS3b How many of each of the following pets do you currently own?  
Base 2018/2020/2022 Gen Z: 1066/303/1598, Gen M: 3095/669/3275, Gen X: 2621/508/2492, Boomers: 2926/570/2416.

# Brand Matters! Brand names are much more important to Gen Z and Millennials, which makes branding a big opportunity for strategy and marketing departments.

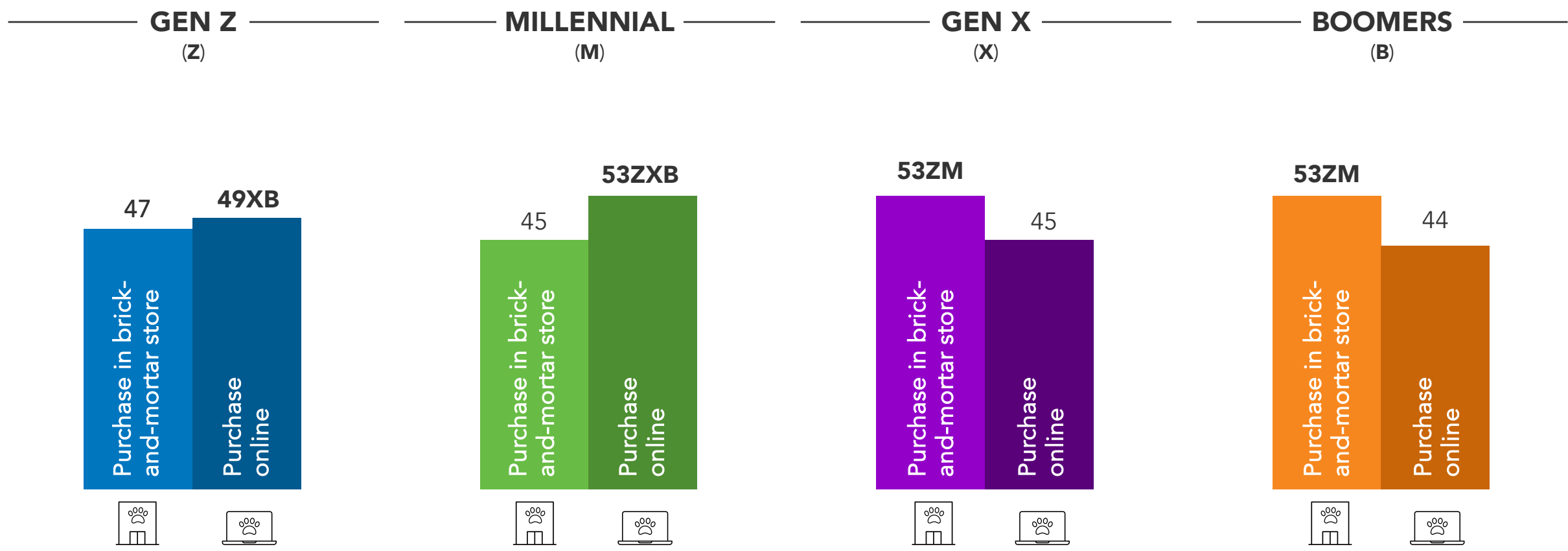
Importance of Brand Name When Purchasing Pet Products (%) - 2022



Letters indicate statistical significance at a 95% level of confidence within corresponding species group Q333d/437d. How important is the brand name when purchasing products for your pet? Base Dog/Cat Gen Z: 507/417, Gen M: 1027/1133, Gen X: 894/935, Boomers: 1020/959

# Younger generations prefer purchasing online while older generations prefer shopping at brick-and-mortar stores.

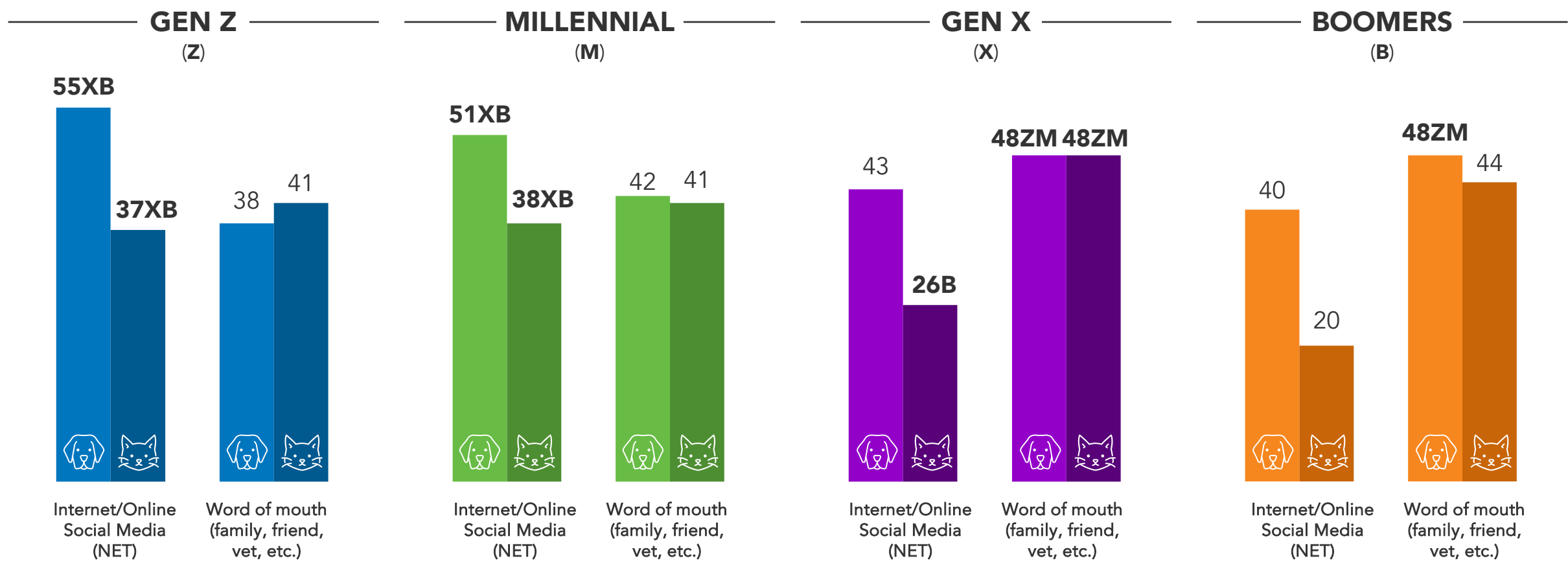
How Pet Owners Typically Shop For Pet Products - 2022



Letters indicate statistical significance at a 95% level of confidence  
QS6g. Which of the following best describes how you typically shop for pet products?  
Base Gen Z: 1598, Gen M: 3275, Gen X: 2492, Boomers: 2416.

# Gen Z and Millennials learn about dog/cat availability via online/social media while the older generations rely on word of mouth.

Where Pet Owners Learned of the Availability of Their Dog/Cat (%) - 2022



Letters indicate statistical significance at a 95% level of confidence within corresponding species group Q304/Q402b\_SUM. How did you learn of the availability of each of your dogs/cats?

Base Gen Z: 507, Gen M: 1027, Gen X: 894, Boomers: 1020.

## Economy & Workplace

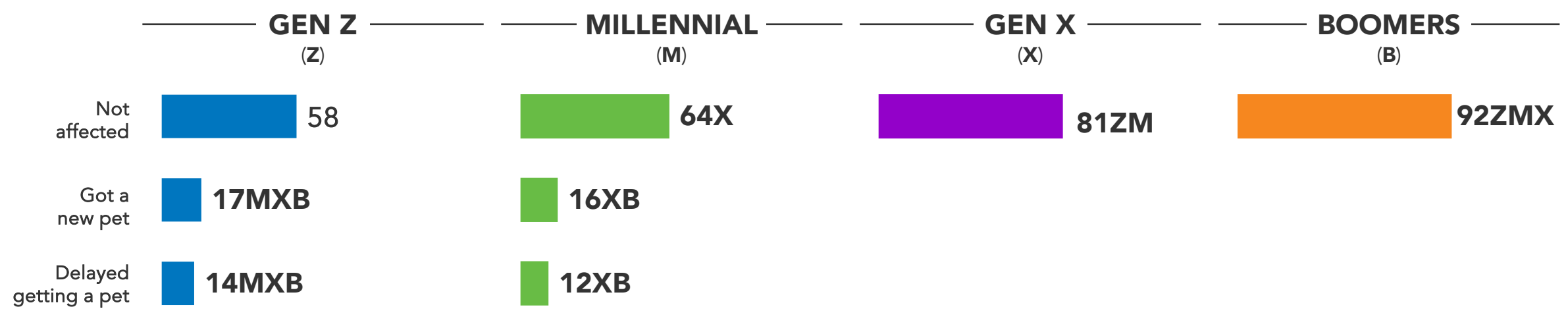
**Generally, pet ownership has not been affected by the economy, but because they are likely more economically established, only Boomers indicate little expense concern.**

### Workplace matters

- Gen X, Millennials, and Gen Z prefer some kind of hybrid/WFH mix, but you still see that their workplaces demand in-office presence.
- Research has shown a significant lift in a company's ability to attract, engage, and retain top talent when employees are allowed to bring pets to work. Since most workplaces still do not allow pets in the workplace, companies who allow this benefit can see a significant competitive advantage with minimal capital and operational enhancements.

# Mostly, the economy has not affected pet ownership, although only Boomers indicate there is no expense concern.

How Pet Ownership Been Affected By The Current Economy (%) - 2022



Considering your personal situation with your pet(s) in this economy, agree or disagree (%) – Total Agree

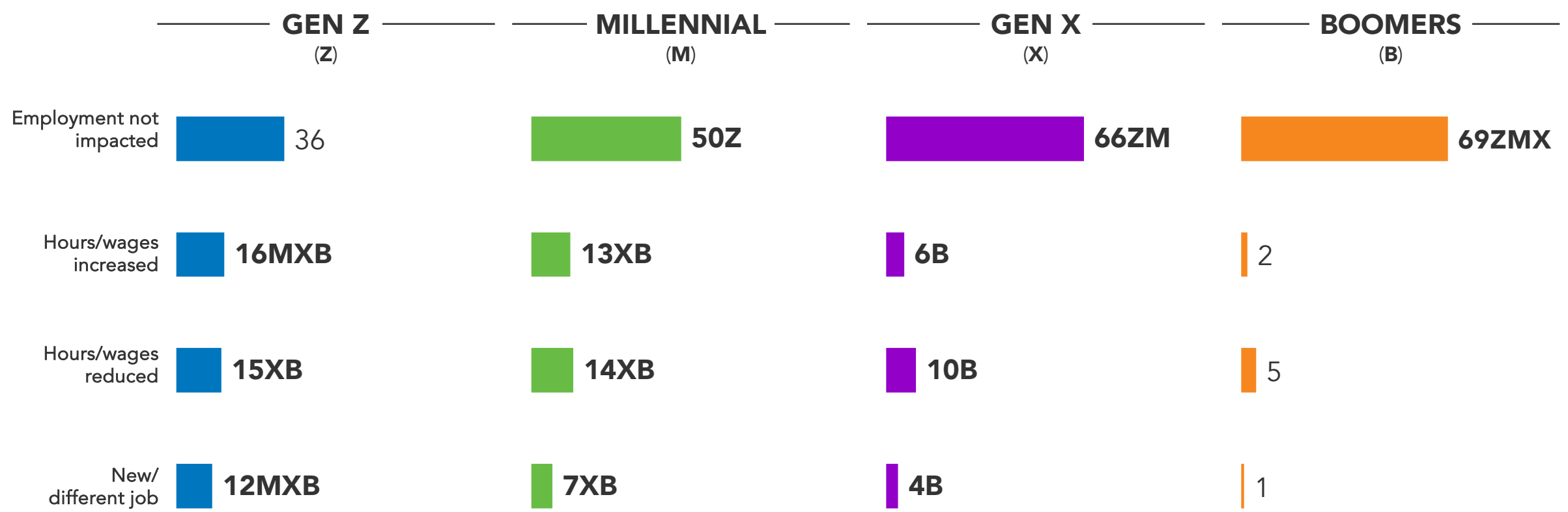


Letters indicate statistical significance at a 95% level of confidence  
 QS12e. How has your pet ownership been affected by the current economy?  
 Base Gen Z: 2294, Gen M: 4269, Gen X: 3463, Boomers: 4440.

QS12f\_TOP2. Thinking about your personal situation with your pet(s) in this economy, please indicate the extent to which you agree or disagree with each statement. A '5' would mean that you 'strongly agree' with the statement, and a '1' would mean that you 'strongly disagree' with that statement as it applies to you. (5=Strongly Agree, 1=Strongly Disagree) - Top 2 Box Summary

# Likewise, the older you are, the less likely the current economy has affected your employment situation.

Impact Of Current Economy On Employment (%) - 2022



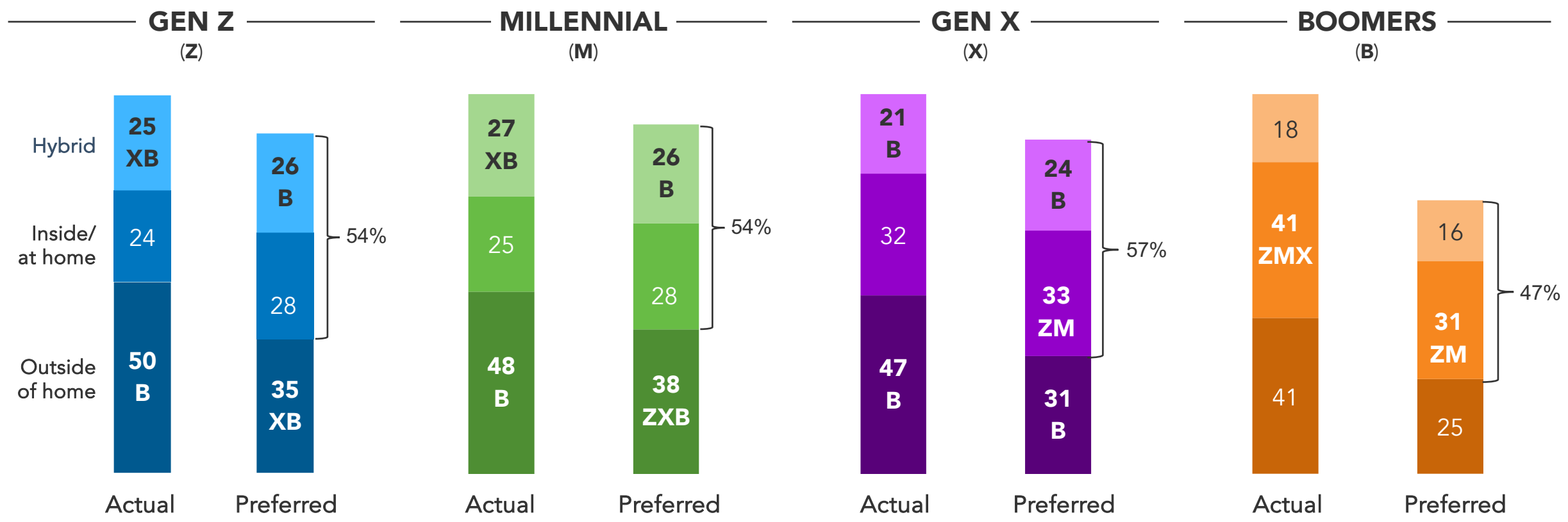
Letters indicate statistical significance at a 95% level of confidence  
 QS12g. How has your employment been impacted by the current economy?

Base Gen Z: 2294, Gen M: 4269, Gen X: 3463, Boomers: 4440.  
 NOTE: does not add to 100% because statements reporting under 10% are not shown



# Most generations prefer a hybrid or work-from-home employment situation.

Preferred Employment Situation (%) - 2022

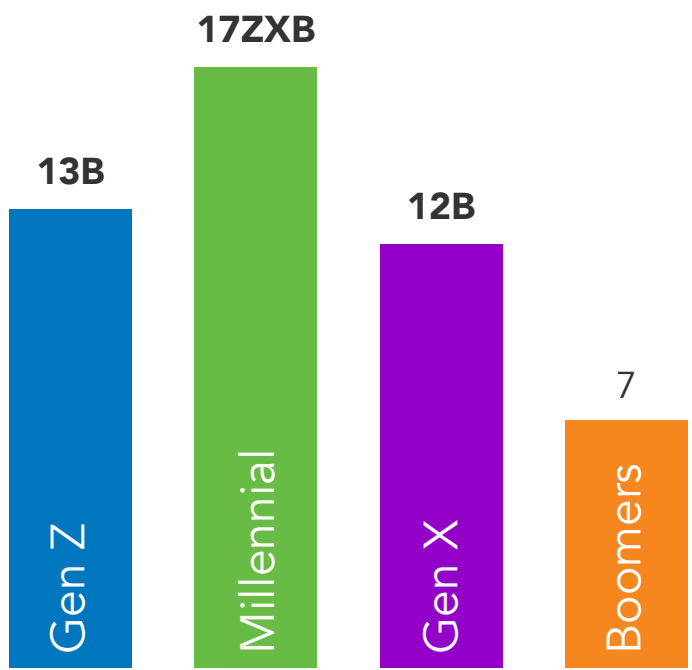


Letters indicate statistical significance at a 95% level of confidence  
 QS12h. How would you describe your current employment situation?

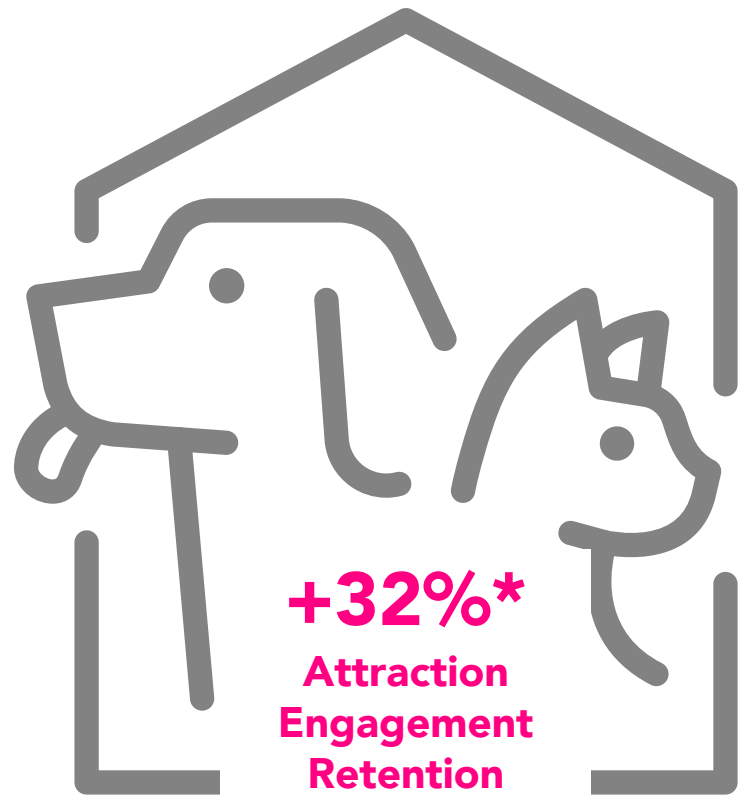
QS12i. Thinking of your current employment situation, which of the following would you prefer?  
 Base Gen Z: 1968, Gen M: 3833, Gen X: 3058, Boomers: 3439.  
 NOTE: does not add to 100% because we omitted some responses

# Most workplaces still do not allow pets, even though the literature is clear as to its benefits. There is an opportunity here for education and outreach.

Does Workplace Allow Pets (%) - 2022



Yes



Allowing pets in the office gives pet-friendly\*\* organizations a 32% boost (on average) over organizations that don't, regardless if the pets are yours or not.

Letters indicate statistical significance at a 95% level of confidence

QS13. Does your place of work allow pets?  
Base Gen Z: 2294, Gen M: 4269, Gen X: 3463, Boomers: 4440.

\* Source: Nationwide ©/ HABRI 'Pets in the Workplace' study, 2018

\*\*"Pet-friendly" is defined for the purpose of this study as allowing pets in the office plus at least one of the following: pet health insurance, pet-sitting services, or working from home to take care of pets.

## Online behavior

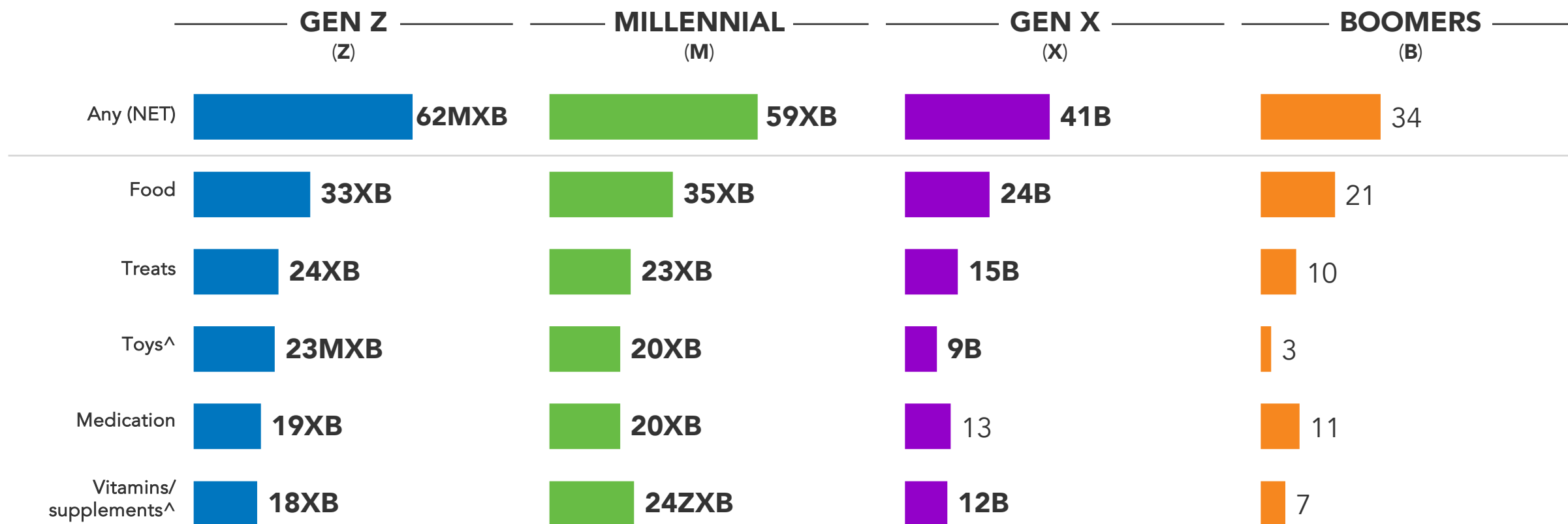
Having an online strategy for your organization is only going to become more important in the years to come to cater to the dominant younger generations: Millennials and Gen Z.

- Gen Z and Millennial pet owners have only increased the amount of online purchases since the pandemic.
- And they want to learn about new pet products via visual platforms like YouTube, TikTok, and Instagram.

Subscriptions are important to younger pet owners.

# Gen Z and Millennials are far more likely to have subscription based online purchases.

Subscription Based Online Purchases (%) - 2022

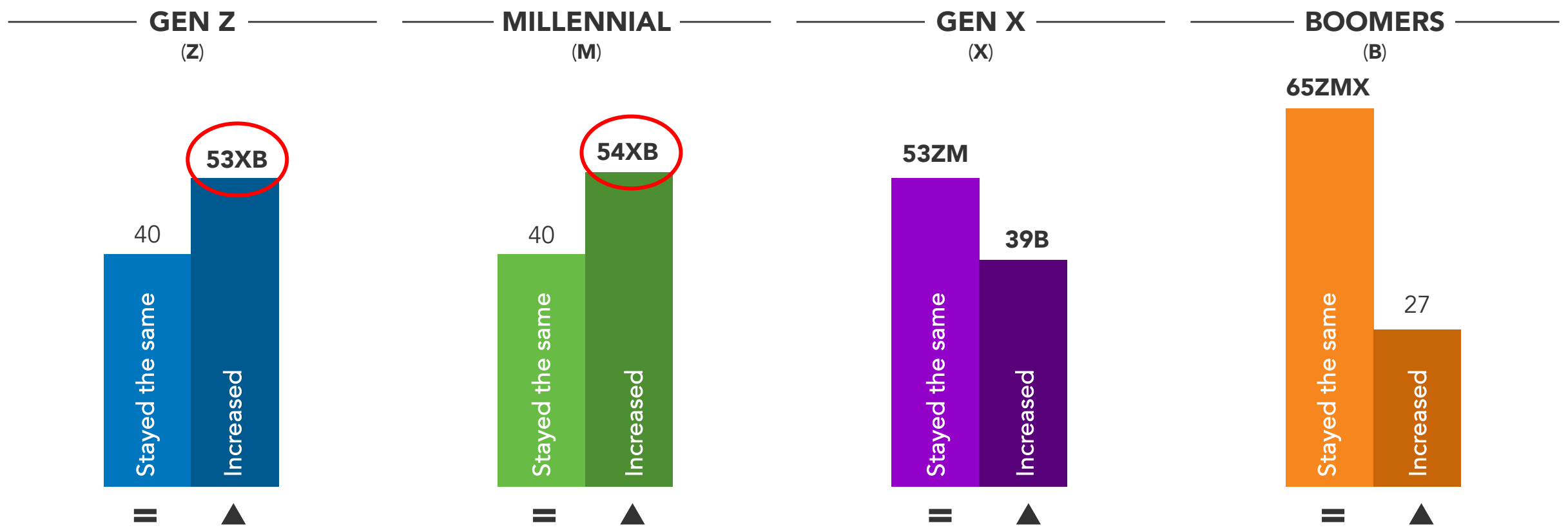


<sup>^</sup> Added in 2020  
Letters indicate statistical significance at a 95% level of confidence

QS6b. Which of your internet purchases are subscription based?  
Base Gen Z: 1502, Gen M: 3112, Gen X: 2224, Boomers: 2017.

# Gen Z and Millennials increased their online purchase of pet products compared to Xers and Boomers.

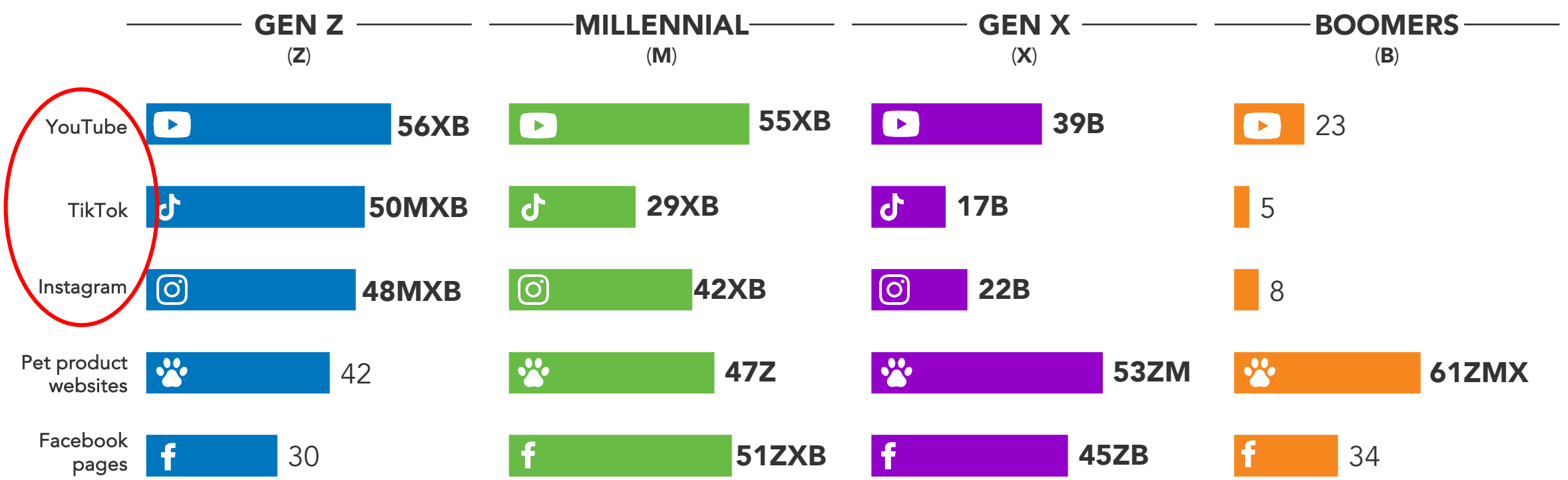
Change In The Number Of Online Purchases In The Past Year (%) - 2022



Letters indicate statistical significance at a 95% level of confidence  
QS6c. How has the number of times you purchased pet products online changed in the past year?  
Base Gen Z: 1598, Gen M: 3275, Gen X: 2492, Boomers: 2416.

# Gen Z and Millennials learn about new pet products on YouTube, TikTok, and Instagram – all visual platforms. Boomers and Gen X turn to company websites.

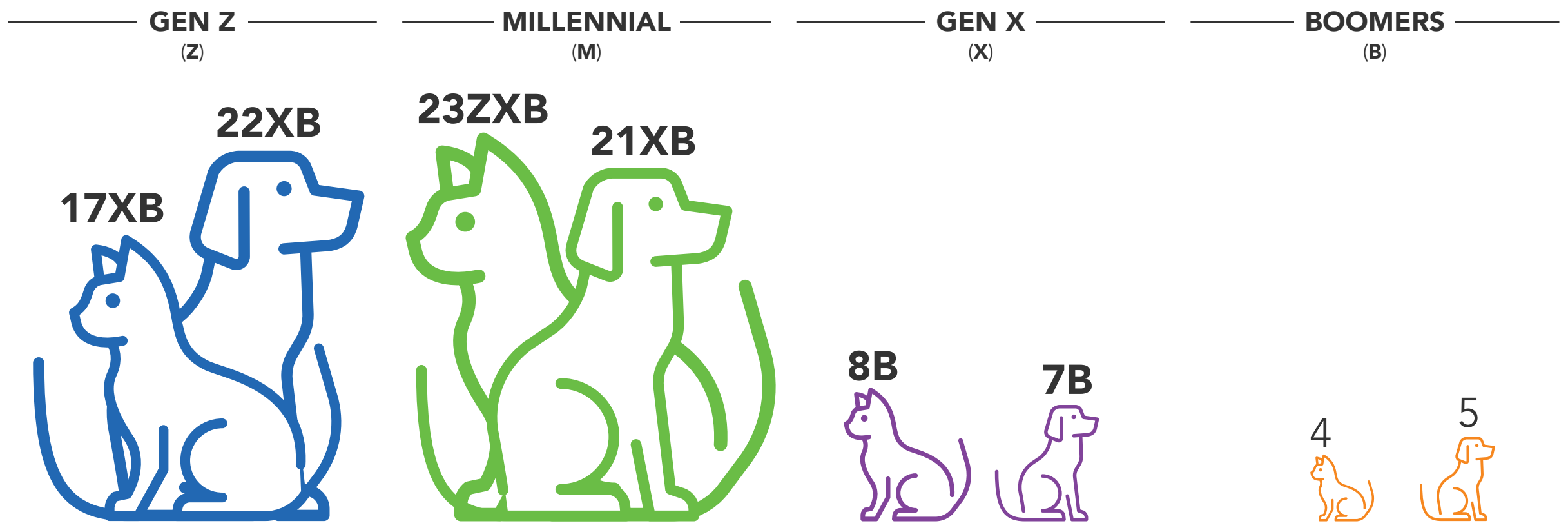
How A Pet Owner Learns About Pet Products On The Internet (%) - 2022



Letters indicate statistical significance at a 95% level of confidence  
 QS5b. Which of the following do/did you use to learn about pet products on the Internet?  
 Base Gen Z: 1209, Gen M: 2506, Gen X: 1577, Boomers: 1192.

# Gen Z and Millennial pet owners use online services to find pet care services much more than Gen Xers and Boomers.

Used an Online Service to Find Pet Care Services (%) - 2022



Letters indicate statistical significance at a 95% level of confidence within corresponding species group Q317i/415e. Have you ever used an online service, such as Rover or Wag, to help find pet care services (e.g., pet sitting, pet exercise/play, boarding, etc.)? Base Dog/Cat Gen Z: 507/417, Gen M: 1027/1133, Gen X: 894/935, Boomers: 1020/959

## The Human-Animal Bond

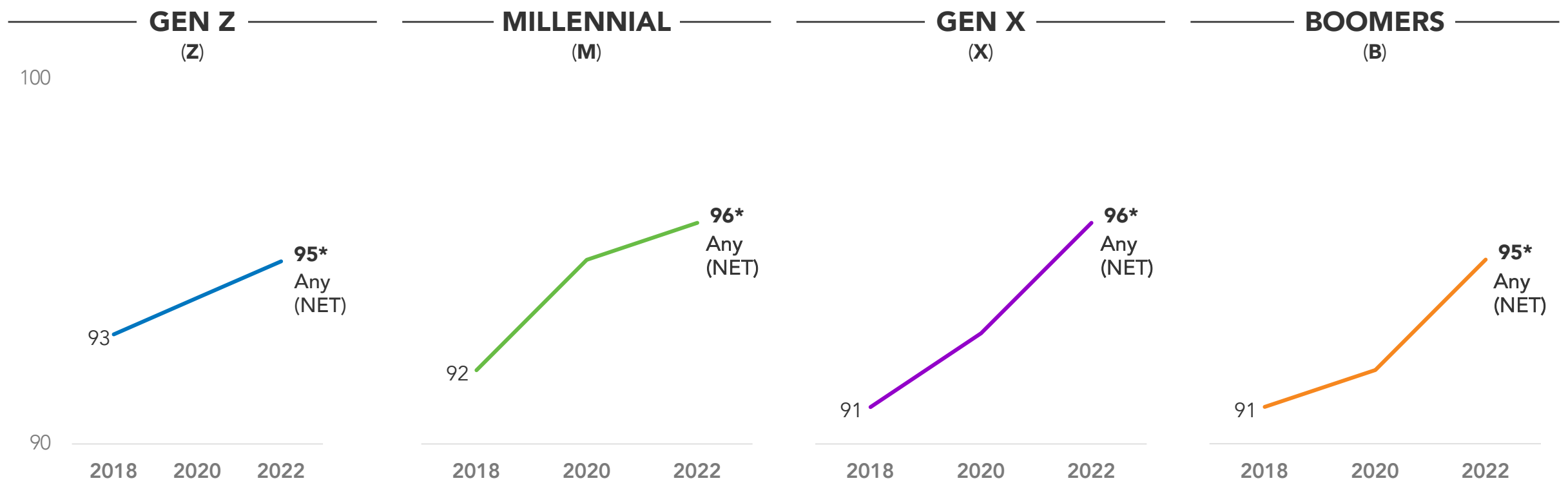
**The human-animal bond is generation- and species-proof: all generations of cat and dog owners cherish their pets and understand the benefits pets provide them.**

- Companionship, love, affection, company, and attention are universally accepted as direct pet benefits, especially with Gen X and Boomer pet owners.
- While understanding that pets give pet owners happiness and support, there is an opportunity to message to younger generations how pets can also help them with stress relief.
- Younger pet owners, Gen Z and Millennial, are more apt to consider their pets when looking for housing and to visit pet-friendly hotels and restaurants.
- Younger pet owners are more apt to overtly spoil their pets with expensive gifts for their birthdays, while older pet owners prefer to give their pets gifts during the holidays.



# The Human Animal Bond continues to grow significantly year after year across generations.

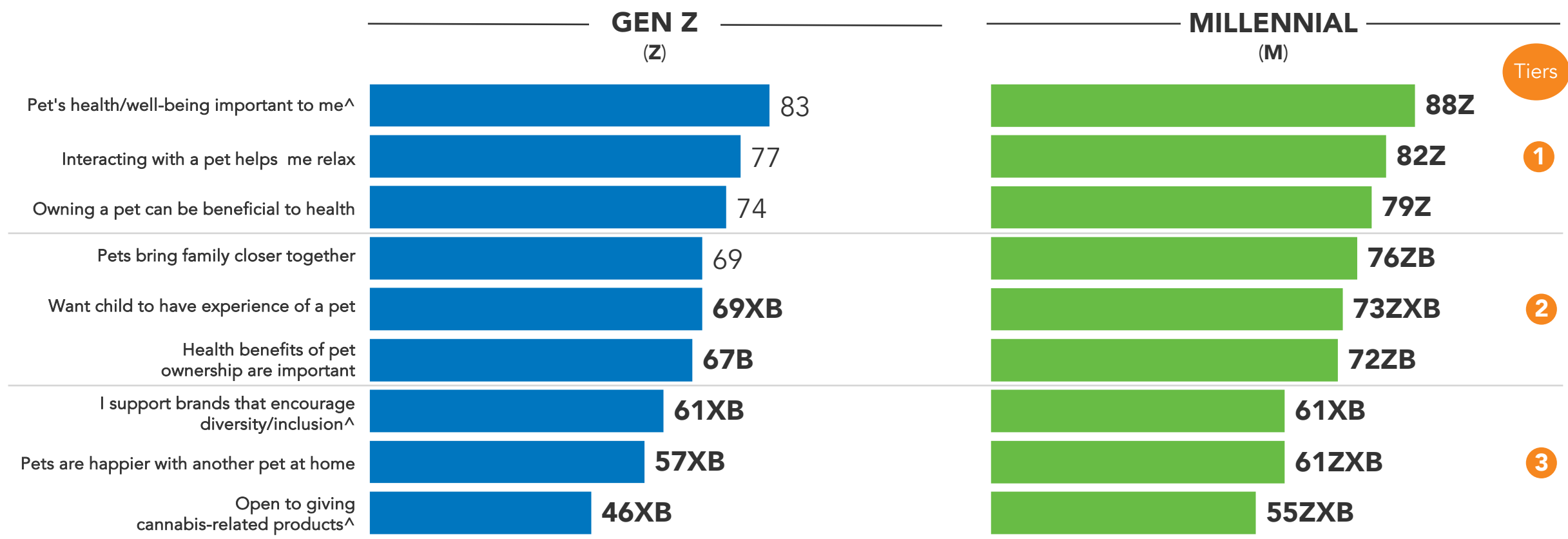
Health Benefits of Pet Ownership (%) – over time



\* Significantly different vs. 2018 at a 95% level of confidence  
QS7 What are the specific health benefits, if any, you feel you gain from having a pet?  
Base 2018/2020/2022 Z:1066/303/1598, M:3095/669/3275, X:2621/508/2492, B:2926/570/2416

# The Human-Animal Bond is generation-proof.

Total Agreement With Personal Statements about the Human-Animal Bond (%) - 2022

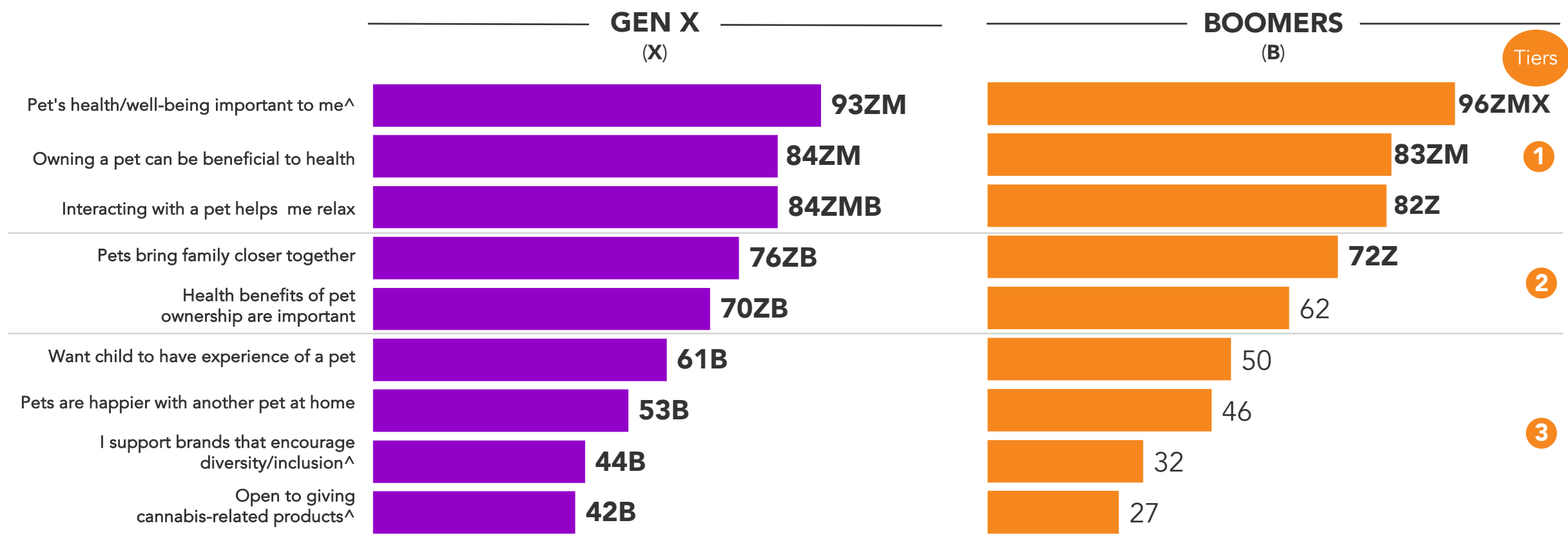


^Added in 2020  
 Letters indicate statistical significance at a 95% level of confidence  
 Base Gen Z: 2294, Gen M: 4269, Gen X: 3463, Boomers: 4440.

QS9\_TOP2. Below are a series of statements. After reading each statement please indicate the extent to which you agree or disagree with each statement. (5=Strongly Agree, 1=Strongly Disagree) - Top 2 Box Summary.

# The Human-Animal Bond is generation-proof.

Total Agreement With Personal Statements about the Human-Animal Bond (%) - 2022

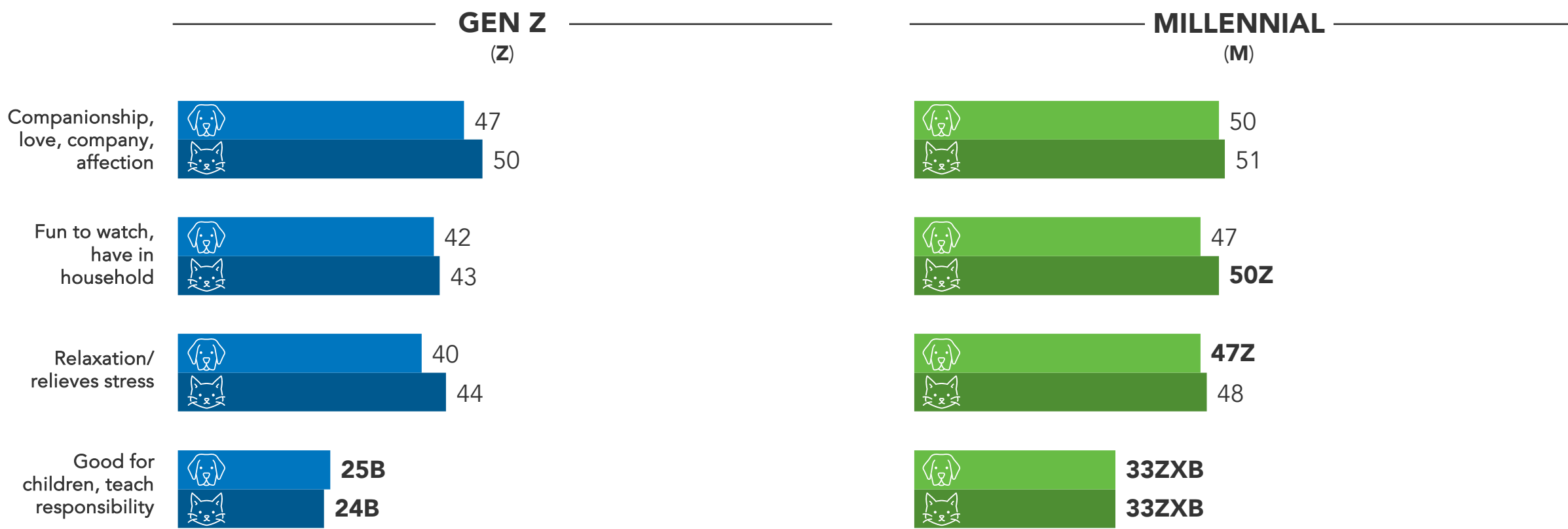


^Added in 2020  
 Letters indicate statistical significance at a 95% level of confidence  
 Base Gen Z: 2294, Gen M: 4269, Gen X: 3463, Boomers: 4440.

QS9\_TOP2. Below are a series of statements. After reading each statement please indicate the extent to which you agree or disagree with each statement. (5=Strongly Agree, 1=Strongly Disagree) - Top 2 Box Summary.

# Companionship, fun, and relaxation are the main benefits of pet ownership for Gen Z and Millennial pet owners, but...

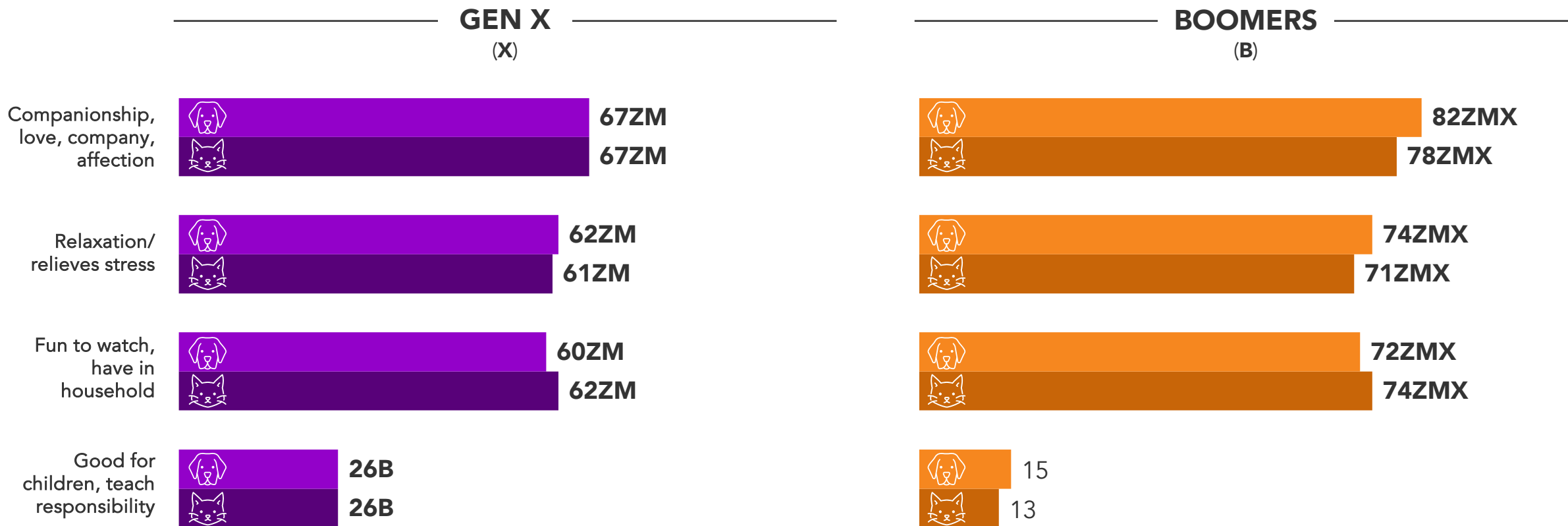
Benefits of Dog/Cat Ownership (%) - 2022



Letters indicate statistical significance at a 95% level of confidence within corresponding species group Q339a/443. Please indicate which of the following benefits you and your family enjoy from owning your dog/cat(s). Base Dog/Cat Gen Z: 507/417, Gen M: 1027/1133, Gen X: 894/935, Boomers: 1020/959

# ...these feelings are expressed much more strongly for Gen X and Boomer pet owners.

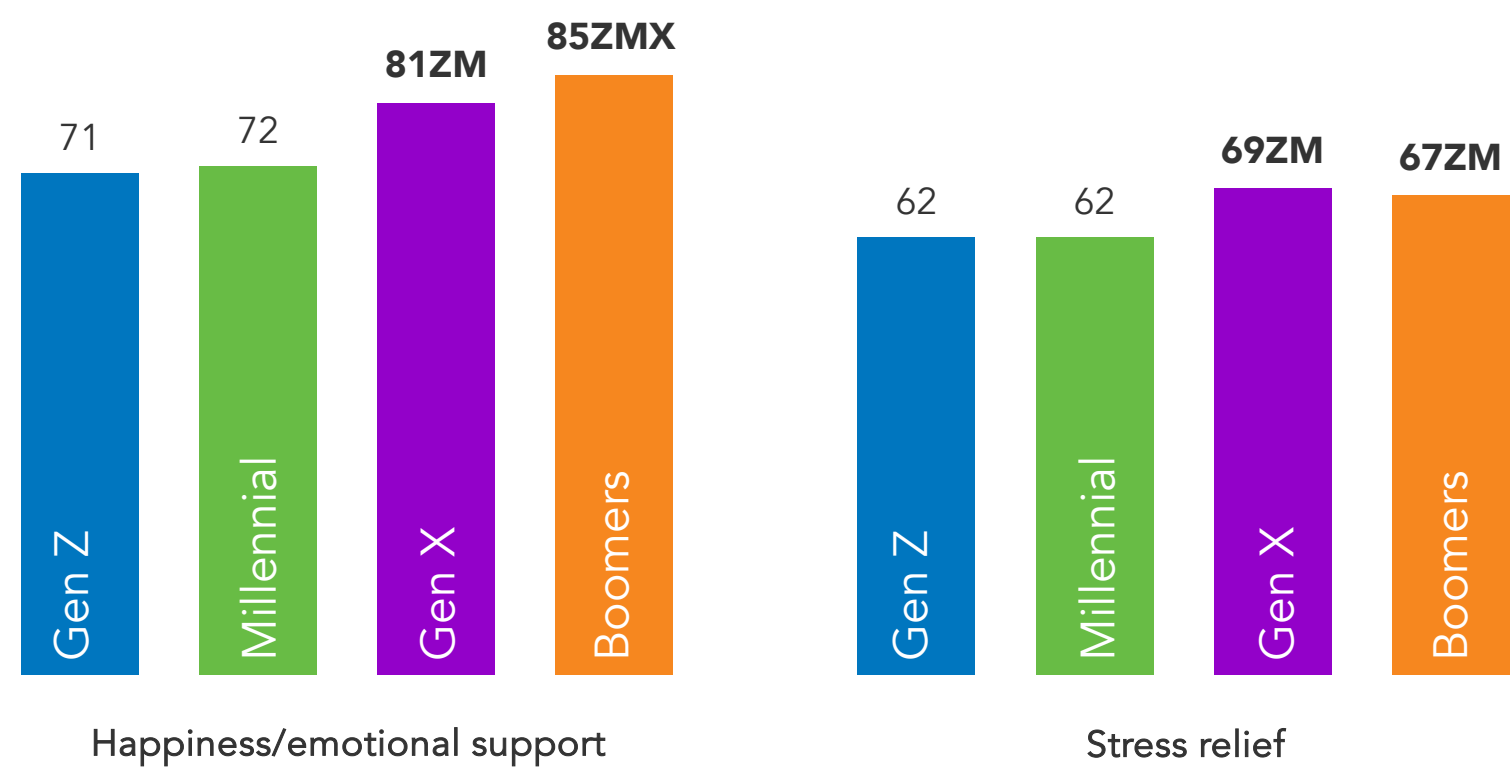
Benefits of Dog/Cat Ownership (%) - 2022



Letters indicate statistical significance at a 95% level of confidence within corresponding species group Q339a/443. Please indicate which of the following benefits you and your family enjoy from owning your dog/cat(s). Base Dog/Cat Gen Z: 507/417, Gen M: 1027/1133, Gen X: 894/935, Boomers: 1020/959

# Messaging to Gen Z and Millennial pet owners of the support and stress-relief components of pet ownership is an opportunity.

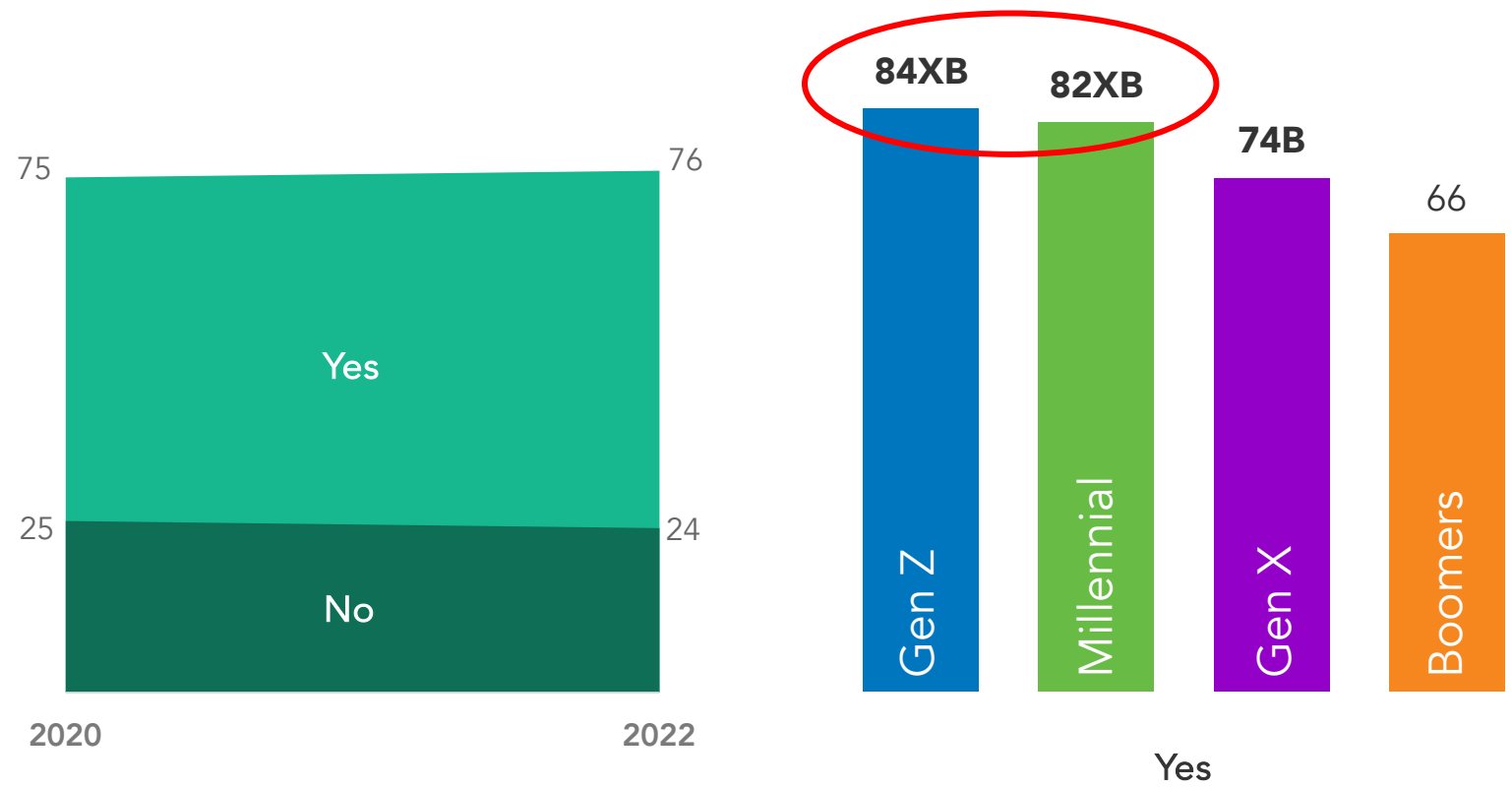
Specific Health Benefits of Pet Ownership (%) - 2022



Letters indicate statistical significance at a 95% level of confidence  
QS7. What are the specific health benefits, if any, you feel you gain from having a pet?  
Base Gen Z: 1598, Gen M: 3275, Gen X: 2492, Boomers: 2416.

# Gen Z and Millennials consider their pets when deciding what property to purchase or rent – much more than older generations.

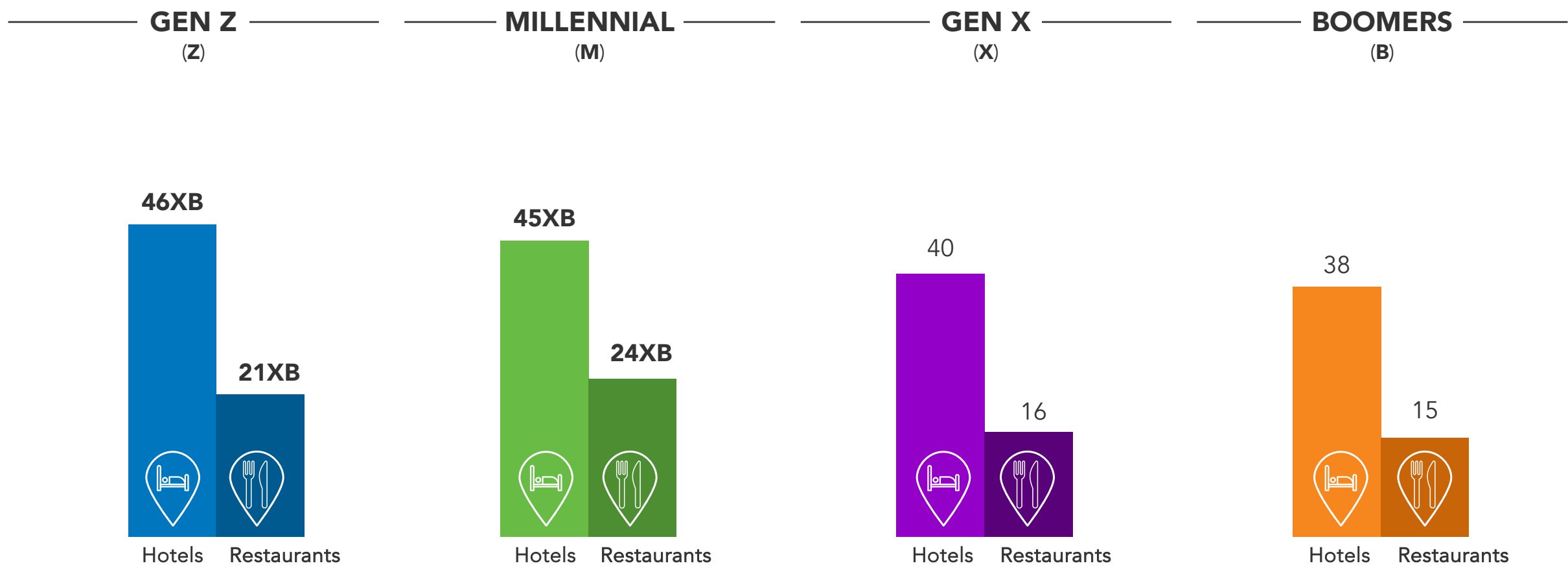
Consider Pets When Deciding What Property To Purchase/Rent (%) - 2022



Letters indicate statistical significance at a 95% level of confidence  
QS15a. Did you consider your pet(s) when deciding which property to purchase/rent?  
Base Gen Z: 1217, Gen M: 3062, Gen X: 2378, Boomers: 2354.

# Gen Z and Millennials visit pet-friendly hotels and restaurants much more than older generations.

Visited Pet Friendly Places (%) - 2022: **DOG**



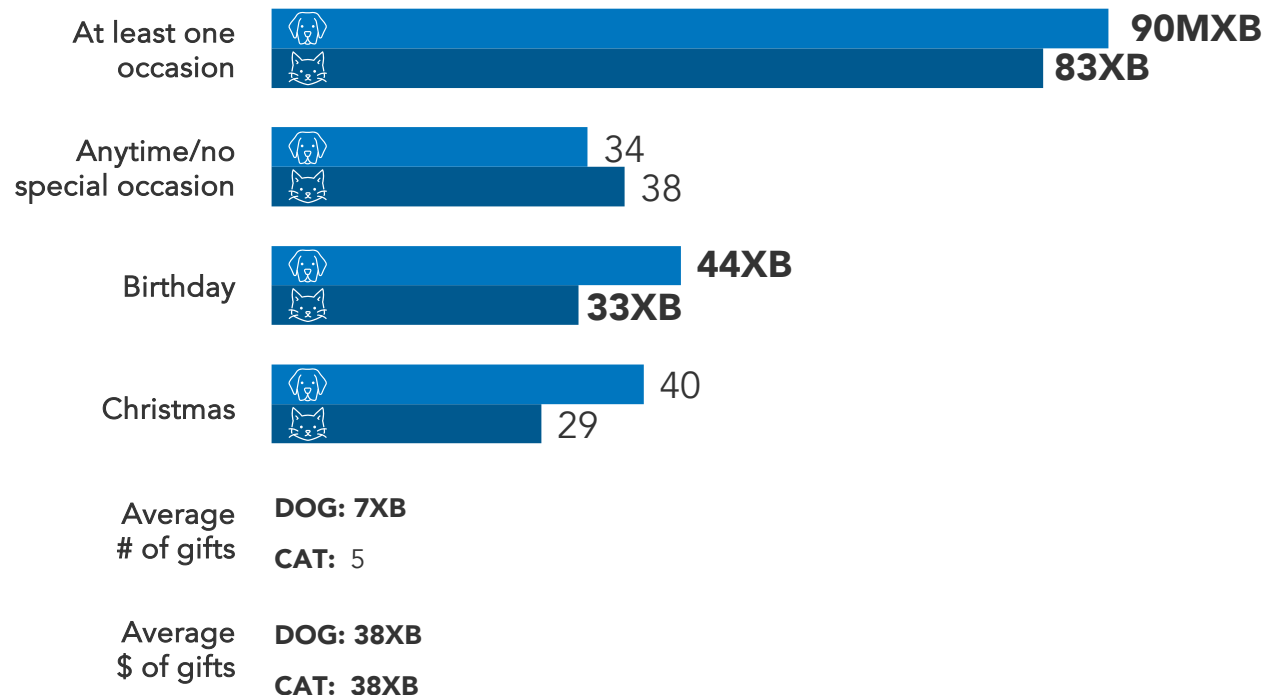
Letters indicate statistical significance at a 95% level of confidence  
Q317c. Have you ever been to either of the following types of pet-friendly places with your pet?  
Base Dog Gen Z: 507, Gen M: 1027, Gen X: 894, Boomers: 1020



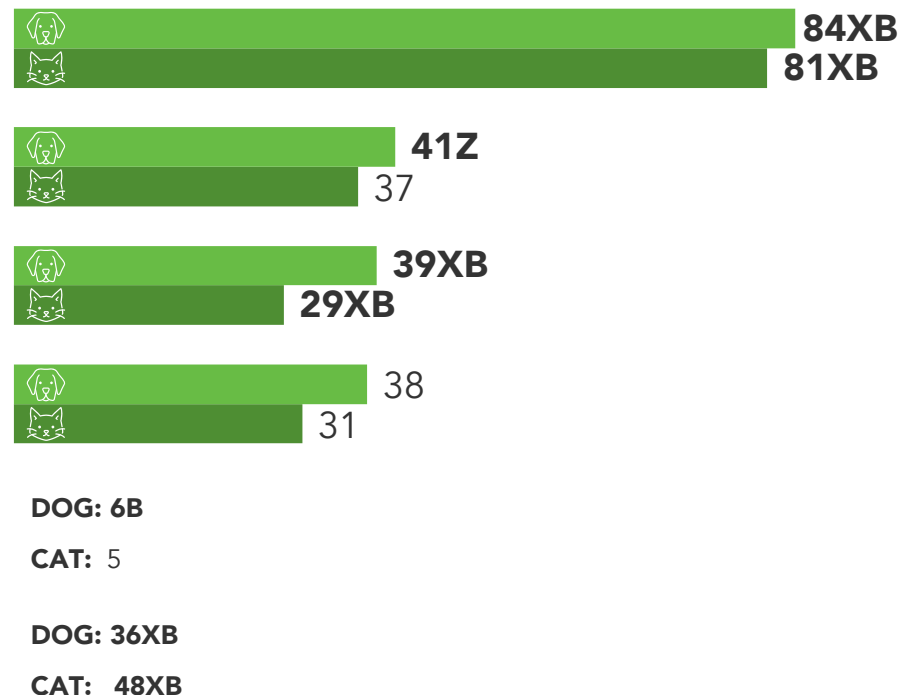
# All generations buy at least one gift for their pets annually, but Birthdays are the most popular for Gen Zs and Millennials, whereas...

When Gifts are Purchased for Dogs/Cats (%), Average # of Gifts/Year, Average \$ of Gifts - 2022

## GEN Z (Z)



## MILLENNIAL (M)

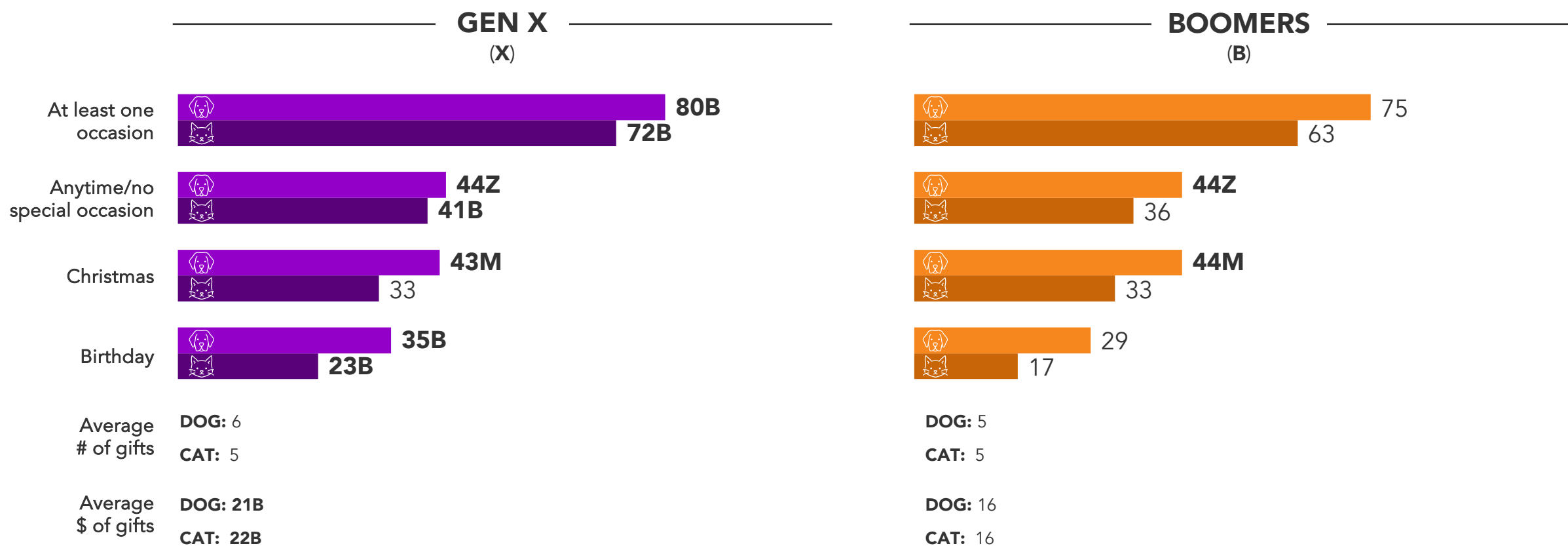


Letters indicate statistical significance at a 95% level of confidence within corresponding species group Q340a/Q445a. On which of the following occasions, if any, do you purchase a gift for your dog/cat(s)? Q340b/Q445b. How many gifts did you buy your dog(s) in the past 12 months?

Q340d/Q445d. How much, on average, do you typically spend on each gift?  
Base Dog/Cat Gen Z: 507/417, Gen M: 1027/1133, Gen X: 894/935, Boomers: 1020/959  
Base Gifts Dog/Cat Gen Z: 455/346, Gen M: 863/919, Gen X: 715/672, Boomers: 762/599

# ...Gen X and Boomers prefer buying pet gifts for Christmas. Boomers spend the least on these gifts.

When Gifts are Purchased for Dogs/Cats (%), Average # of Gifts/Year, Average \$ of Gifts - 2022

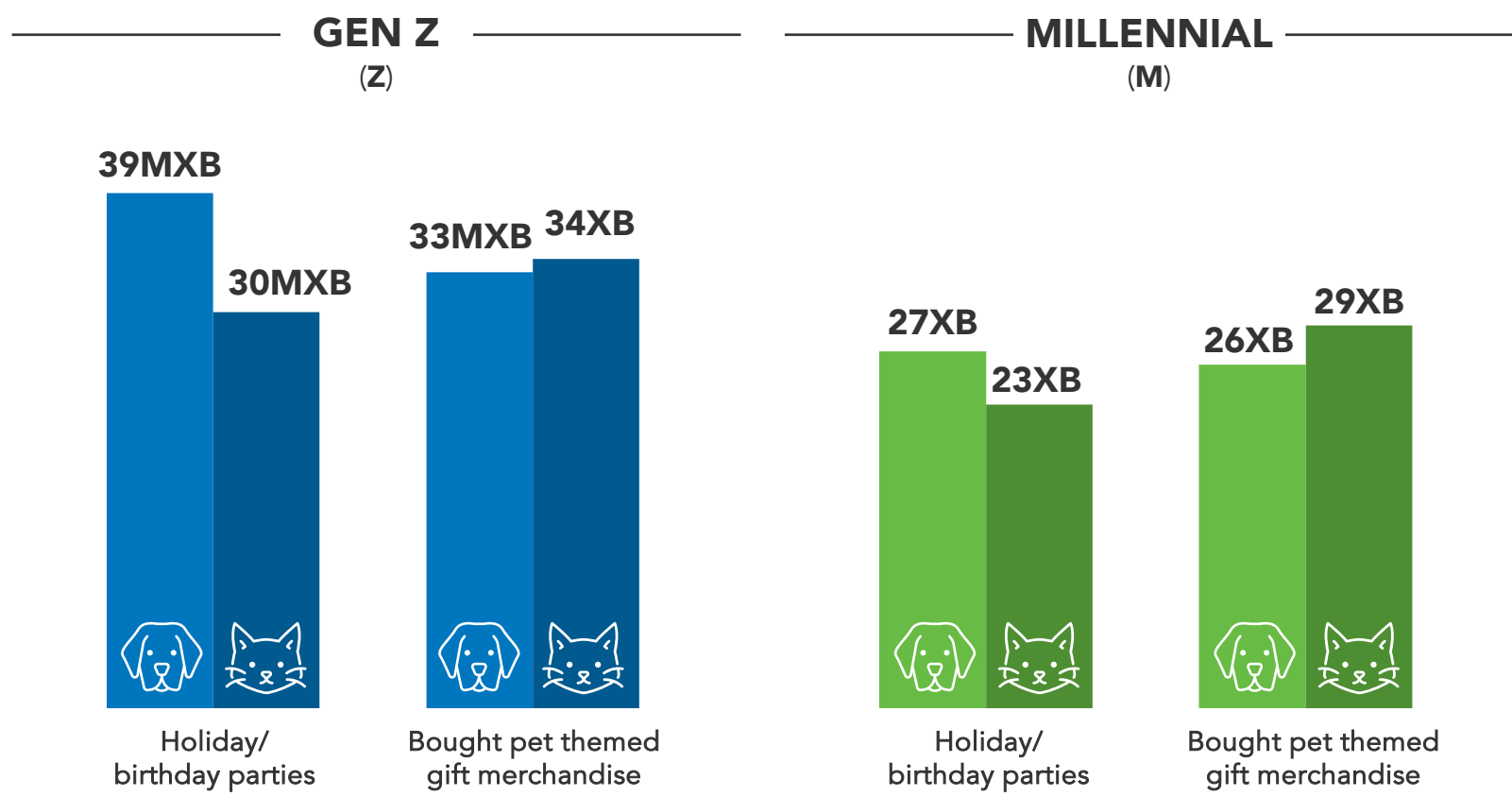


Letters indicate statistical significance at a 95% level of confidence within corresponding species group Q340a/Q445a. On which of the following occasions, if any, do you purchase a gift for your dog/cat(s)? Q340b/Q445b. How many gifts did you buy your dog(s) in the past 12 months?

Q340dQ445d. How much, on average, do you typically spend on each gift?  
 Base Dog/Cat Gen Z: 507/417, Gen M: 1027/1133, Gen X: 894/935, Boomers: 1020/959  
 Base Gifts Dog/Cat Gen Z: 455/346, Gen M: 863/919, Gen X: 715/672, Boomers: 762/599

# About a third of Gen Z and Millennial pet owners hold parties and buy pet-themed merchandise, whereas...

Holiday/Birthday Parties for Dog/Cat (%); Purchased Pet-Themed Merchandise(%) - 2022

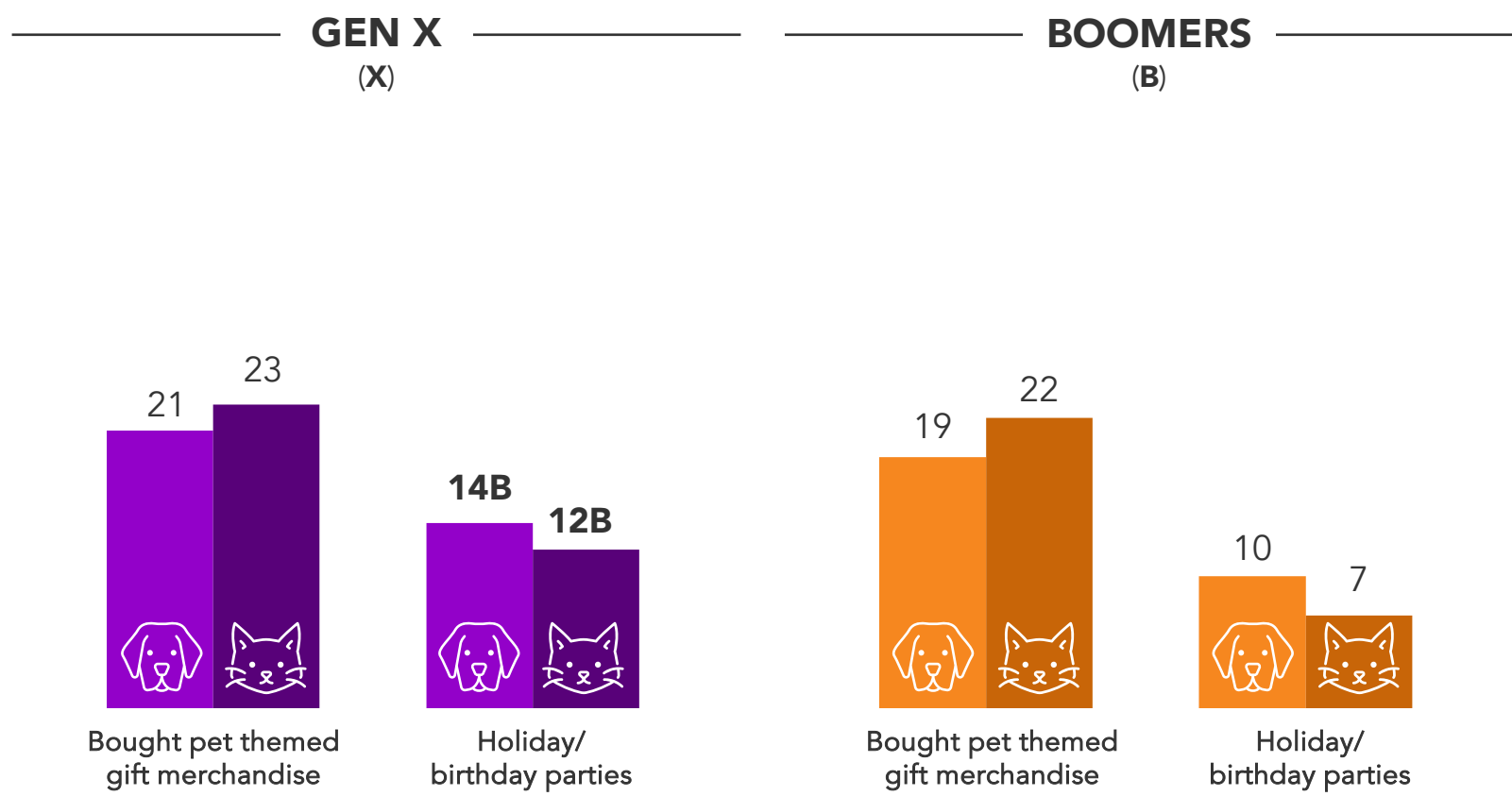


Letters indicate statistical significance at a 95% level of confidence within corresponding species group Q340e/446. Do you hold holiday/birthday parties for your dog/cat(s)?

Q348/449. Have you bought "pet-themed" gift merchandise such as calendars, jewelry, T-shirts, coffee mugs etc., for yourself or other people within the past 12 months?  
Base Dog/Cat Gen Z: 507/417, Gen M: 1027/1133, Gen X: 894/935, Boomers: 1020/959

# ...Gen X and Boomer pet owners are far less likely to engage in these activities.

Holiday/Birthday Parties for Dog/Cat (%); Purchased Pet-Themed Merchandise (%) - 2022



Letters indicate statistical significance at a 95% level of confidence within corresponding species group Q340e/446. Do you hold holiday/birthday parties for your dog/cat(s)?

Q348/449. Have you bought "pet-themed" gift merchandise such as calendars, jewelry, T-shirts, coffee mugs etc., for yourself or other people within the past 12 months?  
 Base Dog/Cat Gen Z: 507/417, Gen M: 1027/1133, Gen X: 894/935, Boomers: 1020/959

## Veterinary Care

### **All pet owners take their pets to the vet a lot.**

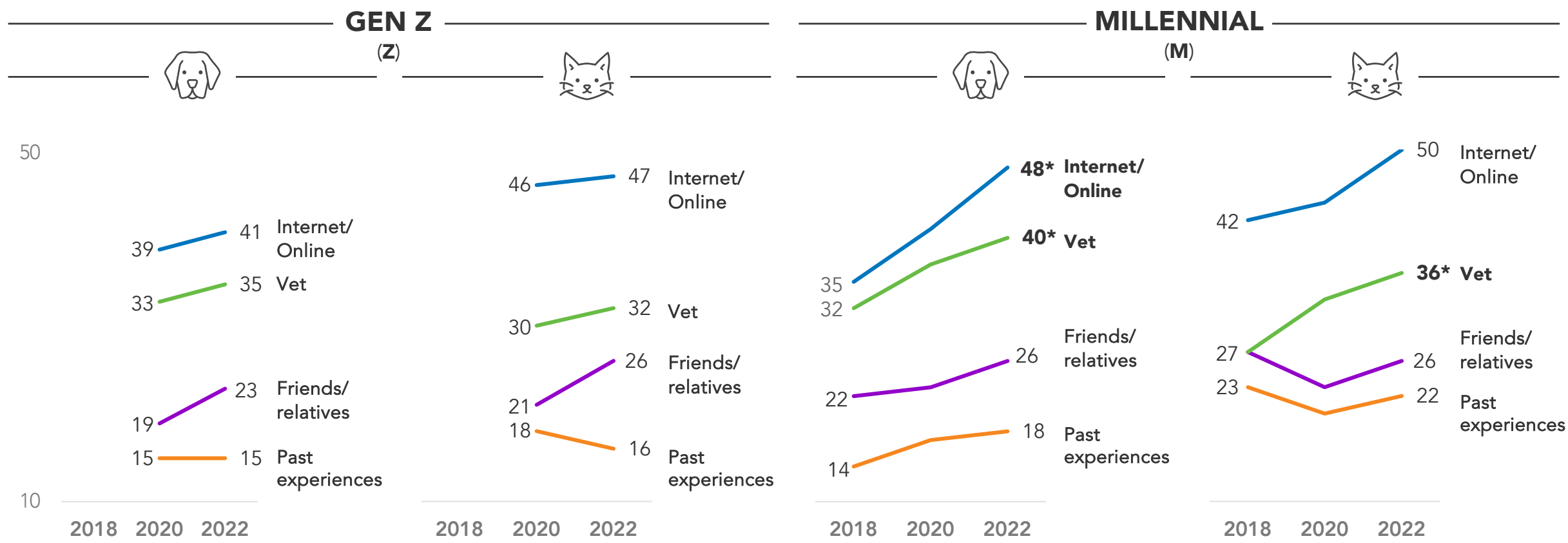
- Millennials, Gen X, and Boomers concentrate more on routine exams and vaccinations while Gen Z take their pets to the vet significantly more than the older generations for things like grooming.

There is an opportunity for our community to raise the awareness and importance of spaying and neutering for Gen Z and Millennial pet owners

- Gen X and Boomer pet owners spay and neuter their pets significantly more than Gen Z and Millennial pet owners.

# How pet owners obtain information about their pets shows a transition between generations: younger pet owners are increasingly turning to online resources, while...

Where Information Usually Obtained About Pets (%) - over time

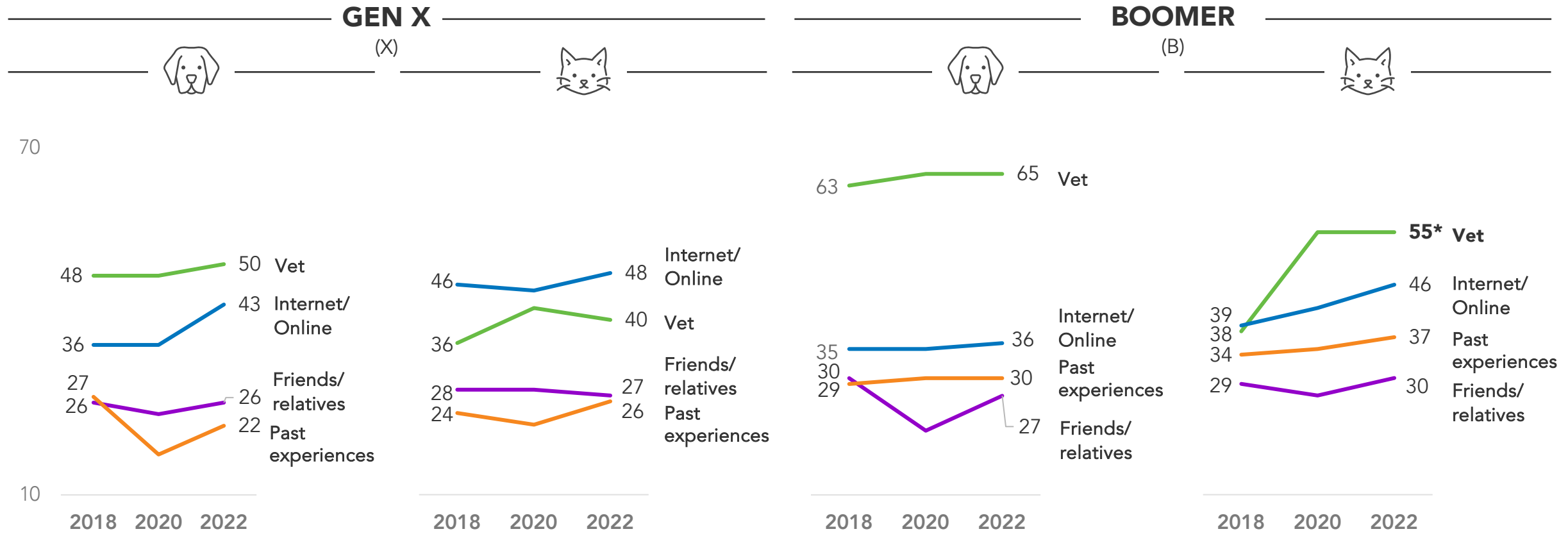


\* Significantly different vs. 2018 at a 95% level of confidence  
 Q332/436 Please indicate where you usually get information about your pet(s).

Base Dog 2018/2020/2022 Gen Z: -/436/507, Gen M: 158/887/1027  
 Base Cat 2018/2020/2022 Gen Z: -/384/417, Gen M: 147/864/1133

# ...older generations still rely heavily on their veterinarian for information about their pets.

Where Information Usually Obtained About Pets (%) - over time

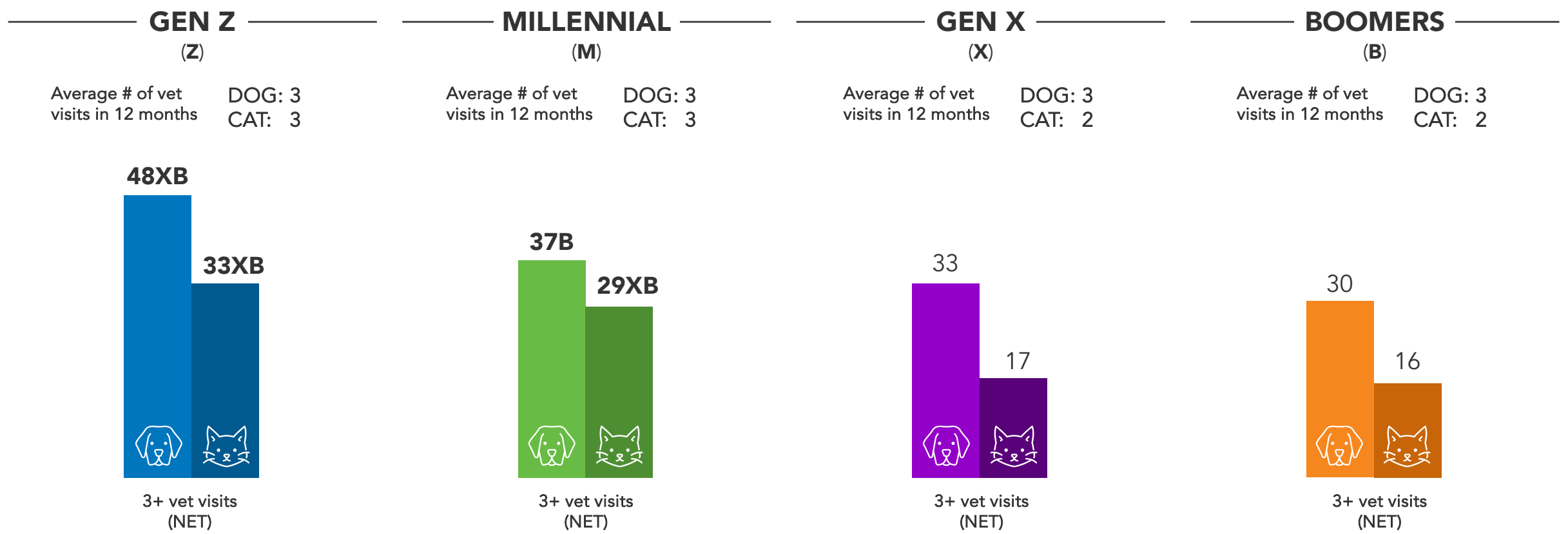


\* Significantly different vs. 2018 at a 95% level of confidence  
Q332/436 Please indicate where you usually get information about your pet(s).

Base Dog 2018/2020/2022 Gen X: 128/888/894, Boomers: 174/1002/1020  
Base Cat 2018/2020/2022 Gen X: 148/746/935, Boomers: 155/940/959

# All generations take their pets to the veterinarian an average of 3x a year, but Gen Z and Millennials take their pets to the veterinarian a lot more often than older generations.

Number of Veterinarian visits in the past 12 months - 2022



Letters indicate statistical significance at a 95% level of confidence within corresponding species group  
Base Dog/Cat Gen Z: 507/417, Gen M: 1027/1133, Gen X: 894/935, Boomers: 1020/959.  
Q310/Q408. About how many times have you taken your dog/cat(s) to the veterinarian in the past 12 months?

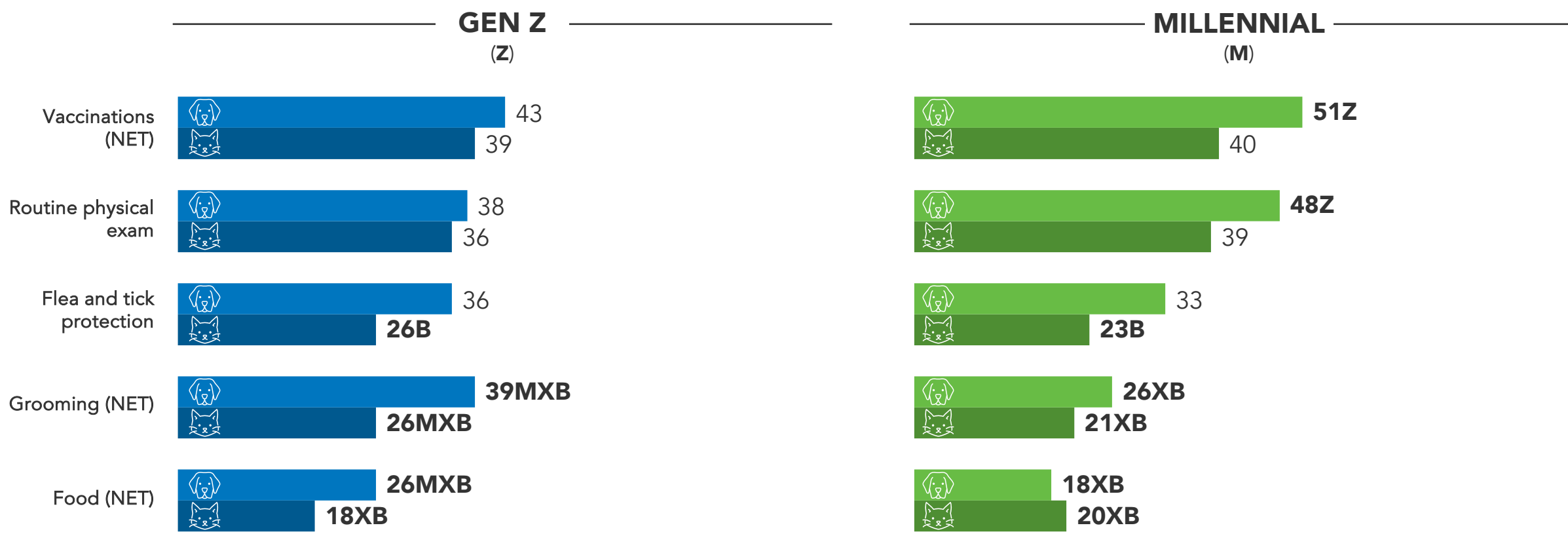
Q313/Q408. Do you or your veterinarian consider your dog/cat(s) to be obese or overweight?  
Q314/Q412. Has your dog/cat(s) been on a special veterinarian prescribed/recommended diet to lose weight or for specific medical reasons within the past 6 months?





# Millennial and Gen Z pet owners take their pets to the veterinarian for a variety of services (including grooming), whereas...

Services and Products Obtained From the Veterinarian (%) - 2022



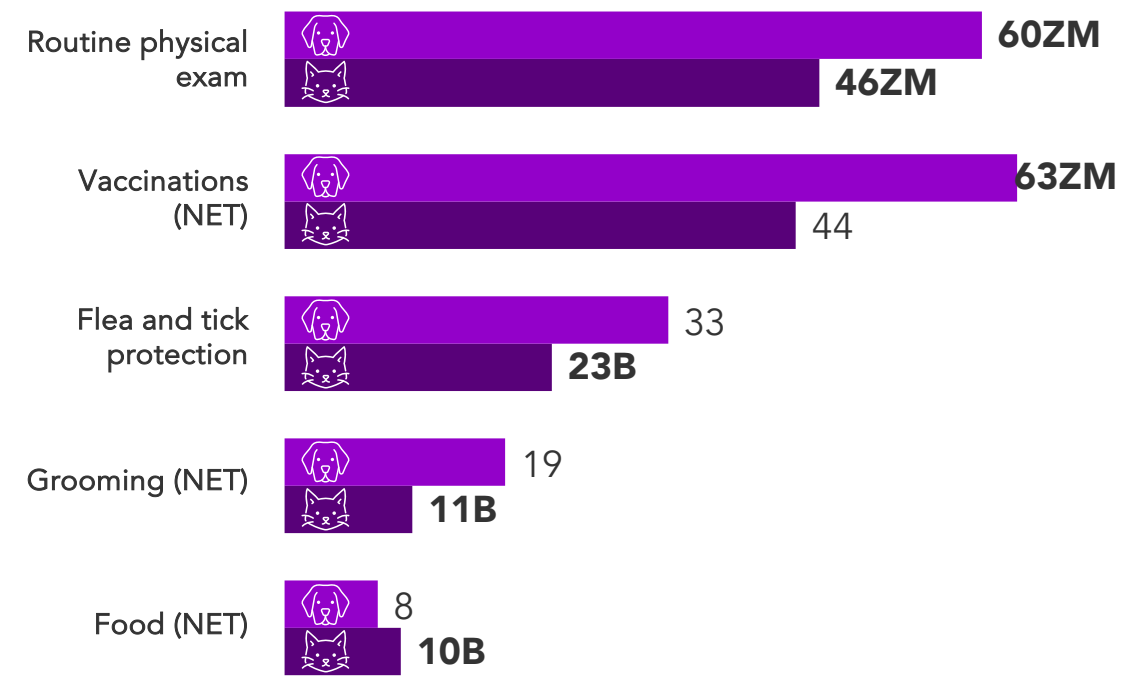
Letters indicate statistical significance at a 95% level of confidence within corresponding species group  
 Base Dog/Cat Gen Z: 507/417, Gen M: 1027/1133, Gen X: 894/935, Boomers: 1020/959

Q311a/Q409. Which of the following services and/or products were obtained from your veterinarian in the past 12 months?

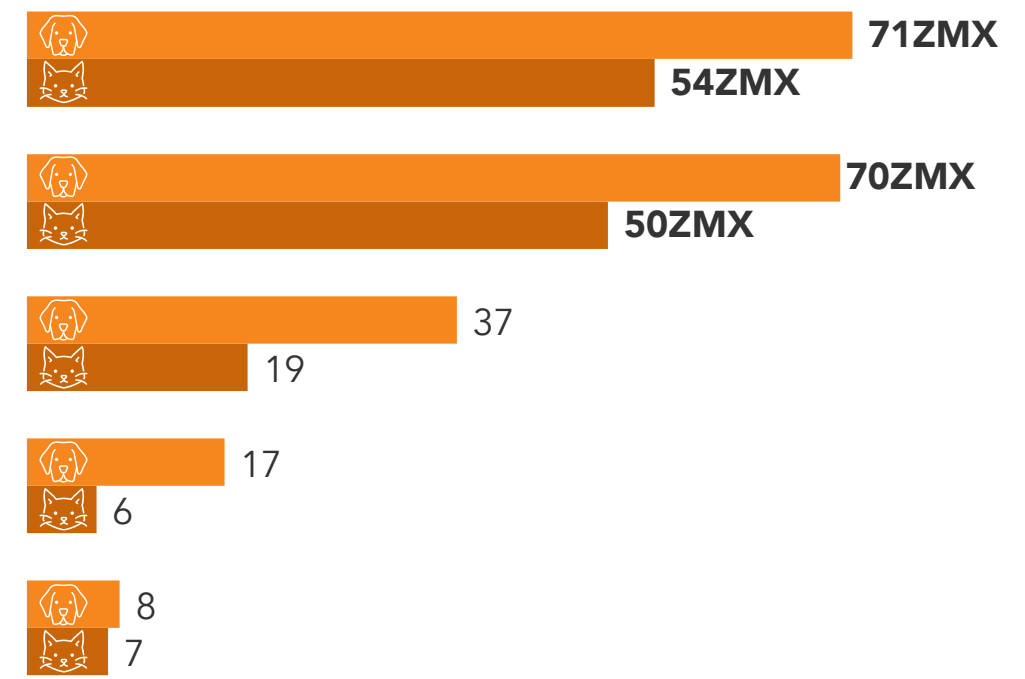
# ...older generations take their pets to the veterinarian mostly for routine physical exams and vaccinations.

Services and Products Obtained From the Veterinarian (%) - 2022

## GEN X (X)



## BOOMERS (B)

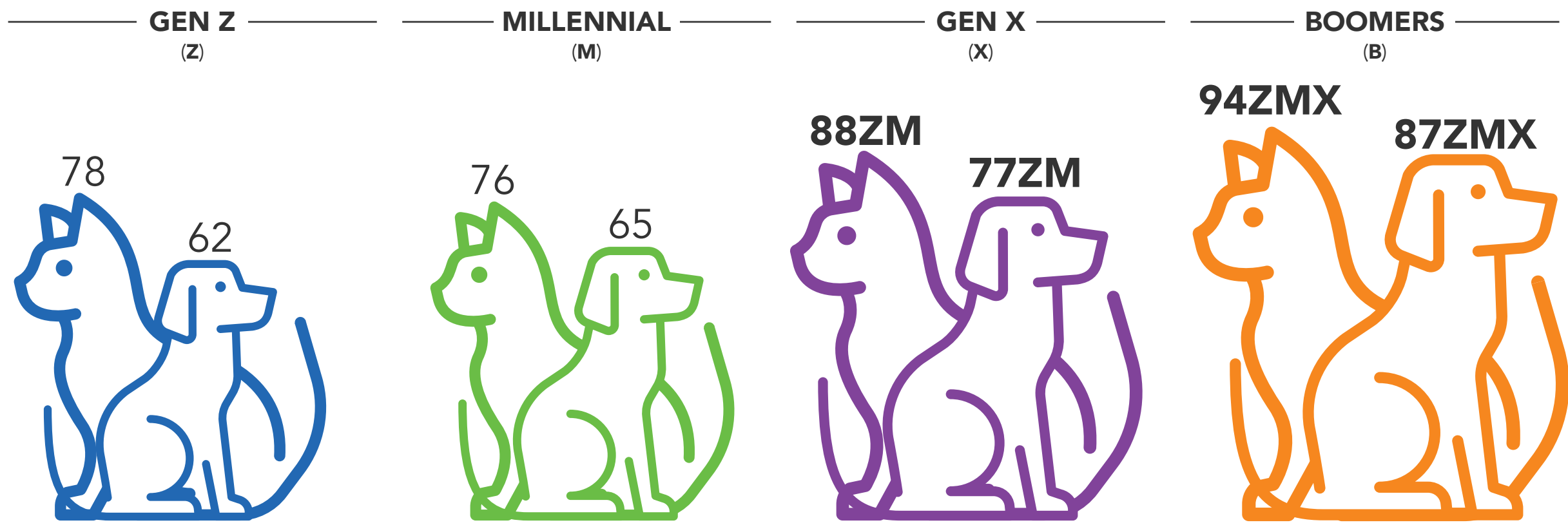


Letters indicate statistical significance at a 95% level of confidence within corresponding species group  
 Base Dog/Cat Gen Z: 507/417, Gen M: 1027/1133, Gen X: 894/935, Boomers: 1020/959

Q311a/Q409. Which of the following services and/or products were obtained from your veterinarian in the past 12 months?

# Gen X and Boomer pet owners spay and neuter their pets significantly more than Gen Z and Millennial pet owners. There is an educational opportunity here.

Dogs/Cats that are Spayed/Neutered (%) - 2022



Letters indicate statistical significance at a 95% level of confidence within corresponding species group  
 Q312/Q410. Is your dog/cat(s) spayed or neutered?  
 Base Dog/Cat Gen Z: 507/417, Gen M: 1027/1133, Gen X: 894/935, Boomers: 1020/959

## Products & Services

### Product

There is abundant opportunity to increase engagement with different types of pet products based on generation

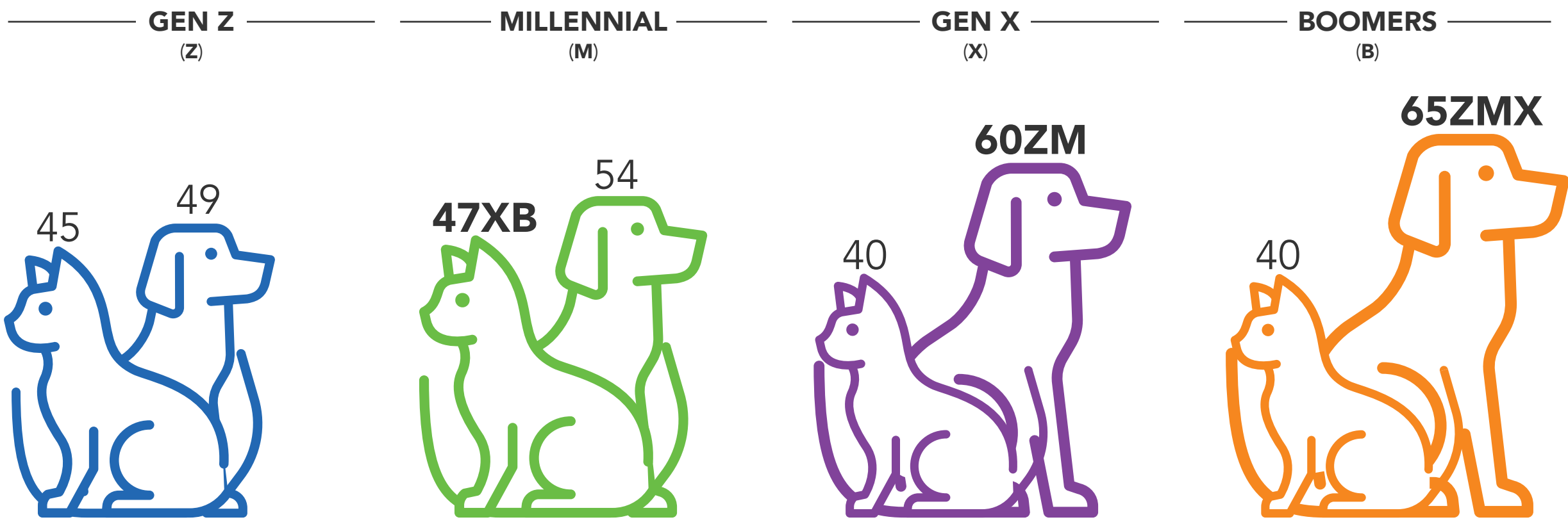
- Market flea and tick medicines to Gen Z and Millennial pet owners – and to all cat owners; they use them less often than older generations.
- Market natural dog food more aggressively to younger pet owners; they are significantly more likely to purchase them, and it will help to consolidate their choices when shopping.
- Educate Gen Z and Millennial dog owners as to the merits of dental hygiene treats.
- Educate Boomer pet owner as to the merits of calming products (including CBD) for their pet – all other pet owners use them.

### Services

Gen Z and Millennial pet owners engage pet services significantly more often than Gen X and Boomers. There is likely opportunity here to market these services to older generations.

Among dog owners, medicated flea/tick medication is highest with Gen X and Boomers. Among cat owners, purchase of this product is highest among Millennials.

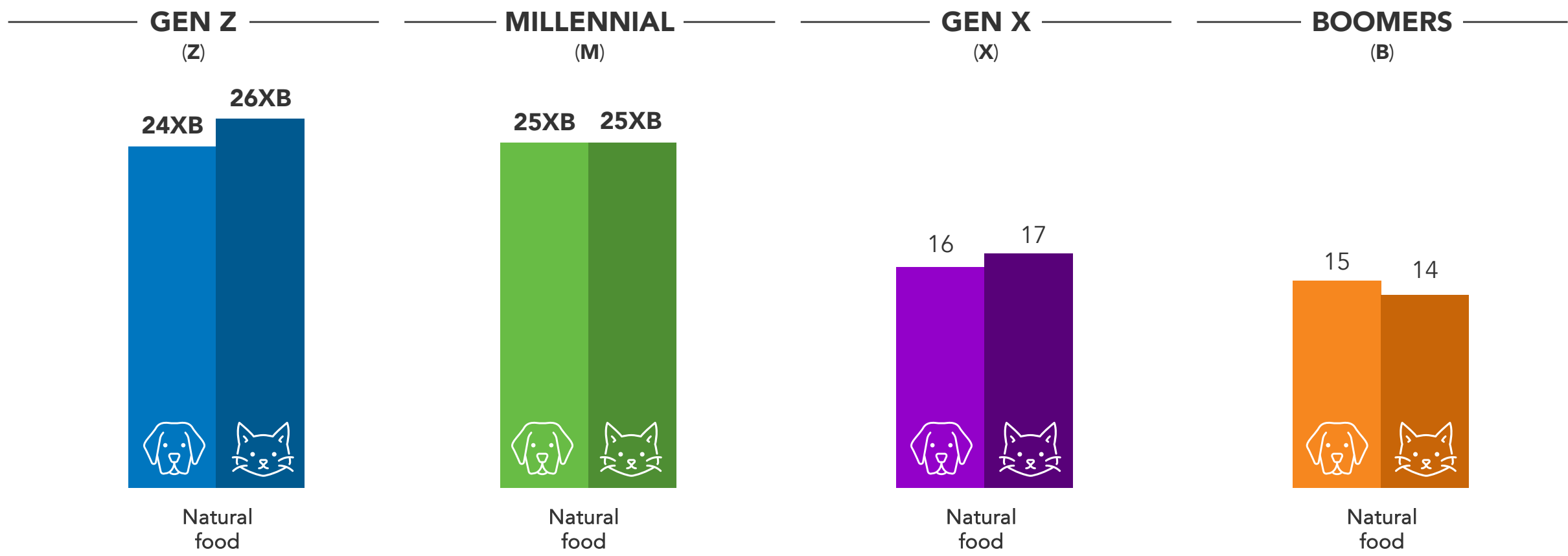
Purchased Flea and Tick Medication in the Past 12 Months (%) - 2022



Letters indicate statistical significance at a 95% level of confidence Q324/421. Have you purchased any medicated flea/tick products, including those obtained from a veterinarian, for your dog/cat(s) in the past 12 months? Base Dog/Cat Gen Z: 507/417, Gen M: 1027/1133, Gen X: 894/935, Boomers: 1020/959

# Natural dog food for dogs and cats is significantly more popular with Gen Z and Millennial pet owners vs older generations, whereas...

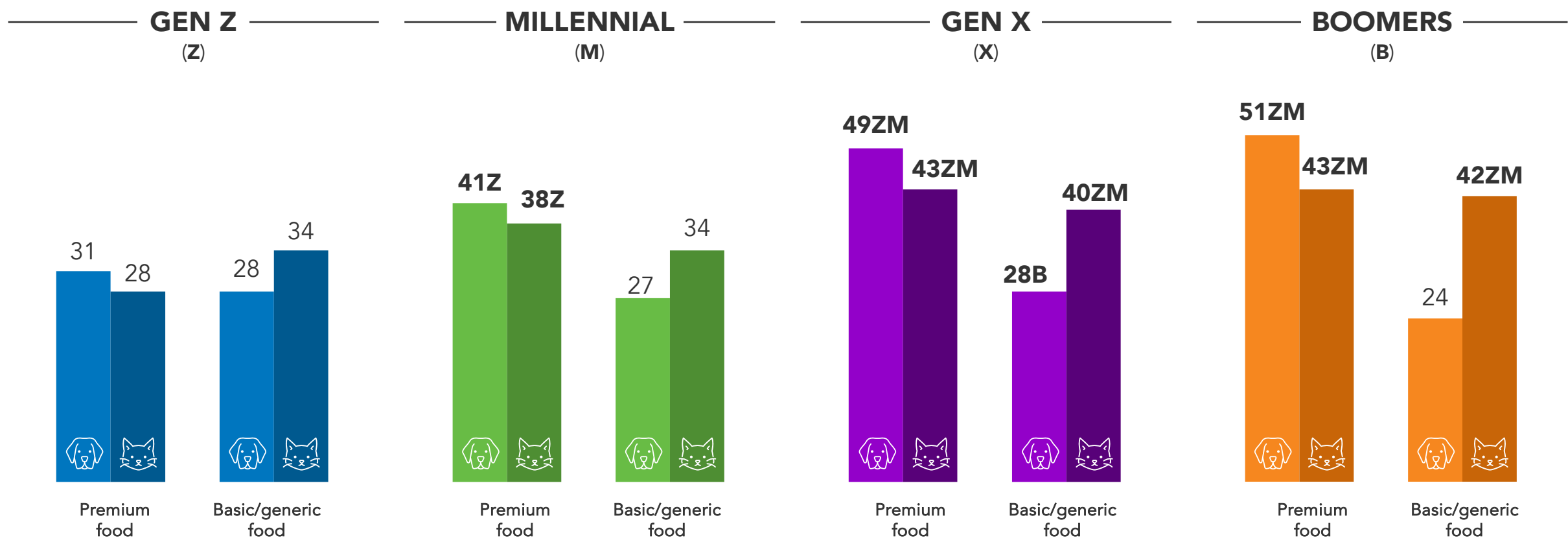
Types of Dog/Cat Food Purchased in the Past 12 Months (%) - 2022



Letters indicate statistical significance at a 95% level of confidence within corresponding species group Q318a/Q416a. Please indicate what types of food you have purchased in the past 12 months for your dog/cat(s). Base Dog/Cat Gen Z: 507/417, Gen M: 1027/1133, Gen X: 894/935, Boomers: 1020/959.

# ...premium dog and cat food is significantly preferred with Gen X and Boomer pet owners.

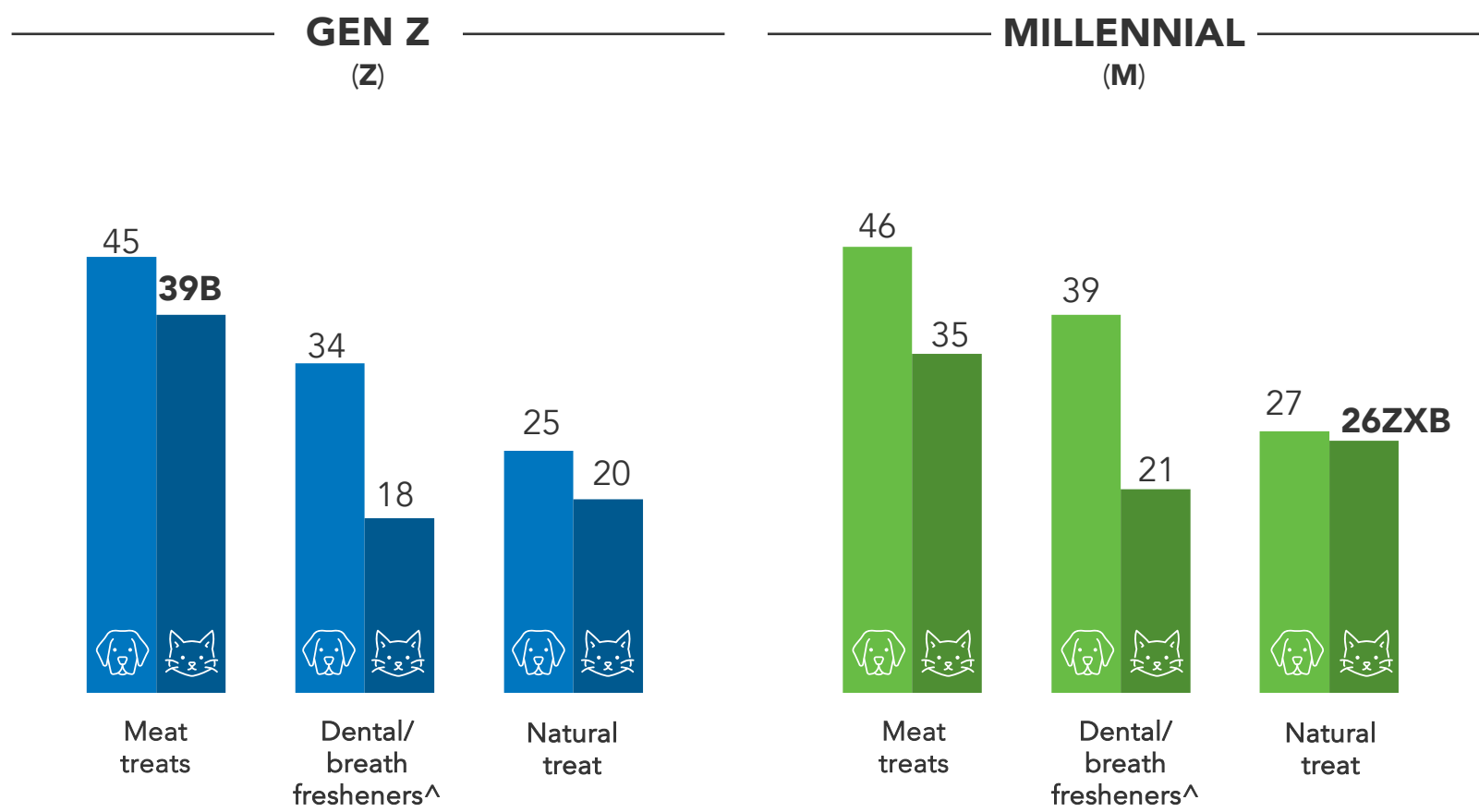
Types of Dog/Cat Food Purchased in the Past 12 Months (%) - 2022



Letters indicate statistical significance at a 95% level of confidence within corresponding species group Q318a/Q416a. Please indicate what types of food you have purchased in the past 12 months for your dog/cat(s). Base Dog/Cat Gen Z: 507/417, Gen M: 1027/1133, Gen X: 894/935, Boomers: 1020/959.

# Meat treats are the most-common treats purchased by Millennials and Gen Z pet owners...

Types of Treats (not chews) Purchased in the past 12 months (%) - 2022



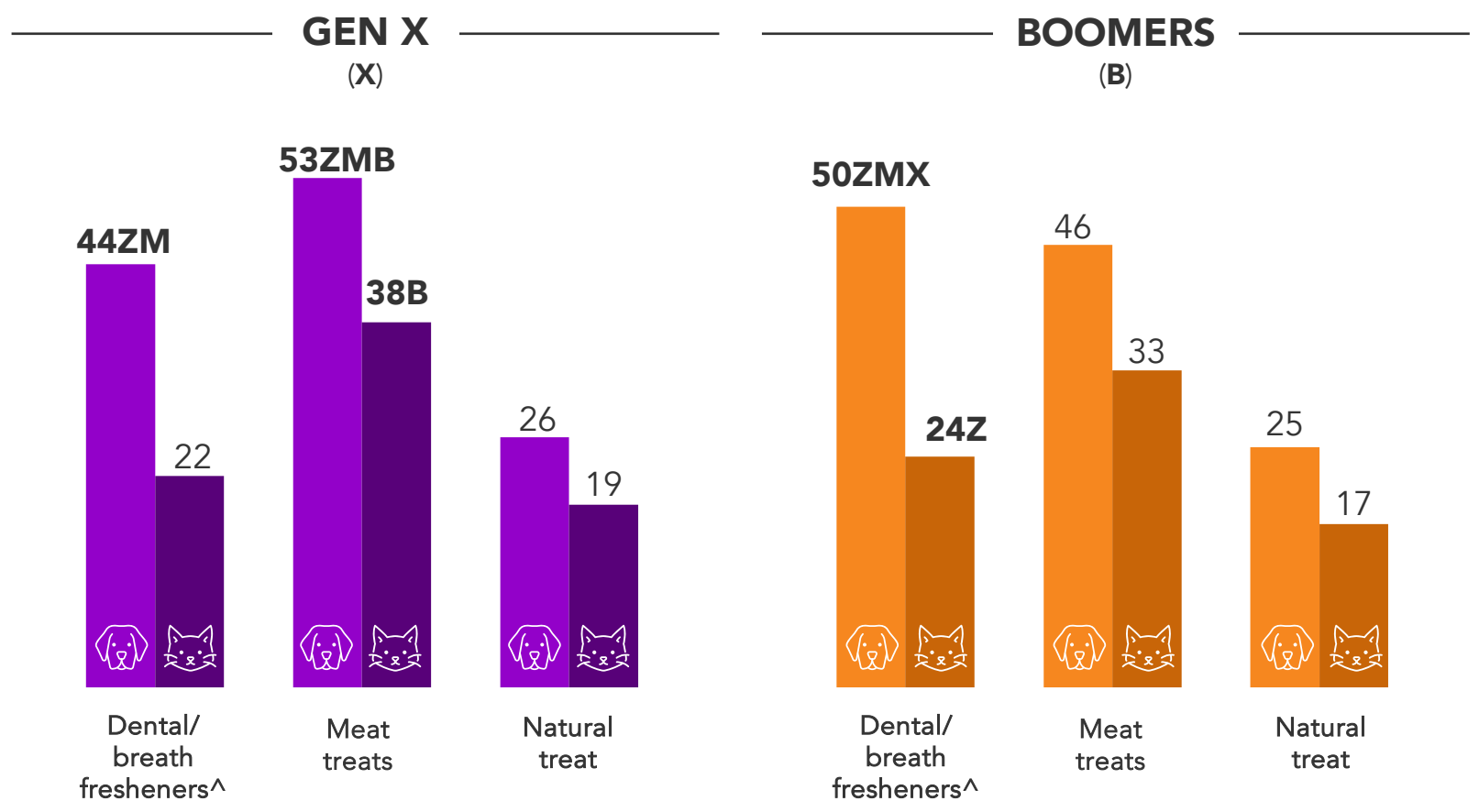
Letters indicate statistical significance at a 95% level of confidence within corresponding species group  
<sup>^</sup>Added in 2022

Q319c/417c. Which types of treats (not chews) have you purchased for your dog/cat(s) in the past 12 months?  
 Base Dog/Cat Gen Z: 470/393, Gen M: 971/1059, Gen X: 841/838, Boomers: 942/841



# ...whereas dental hygiene and meat treats are just as popular for Boomer and Gen X pet owners.

Types of Treats (not chews) Purchased in the past 12 months (%) - 2022

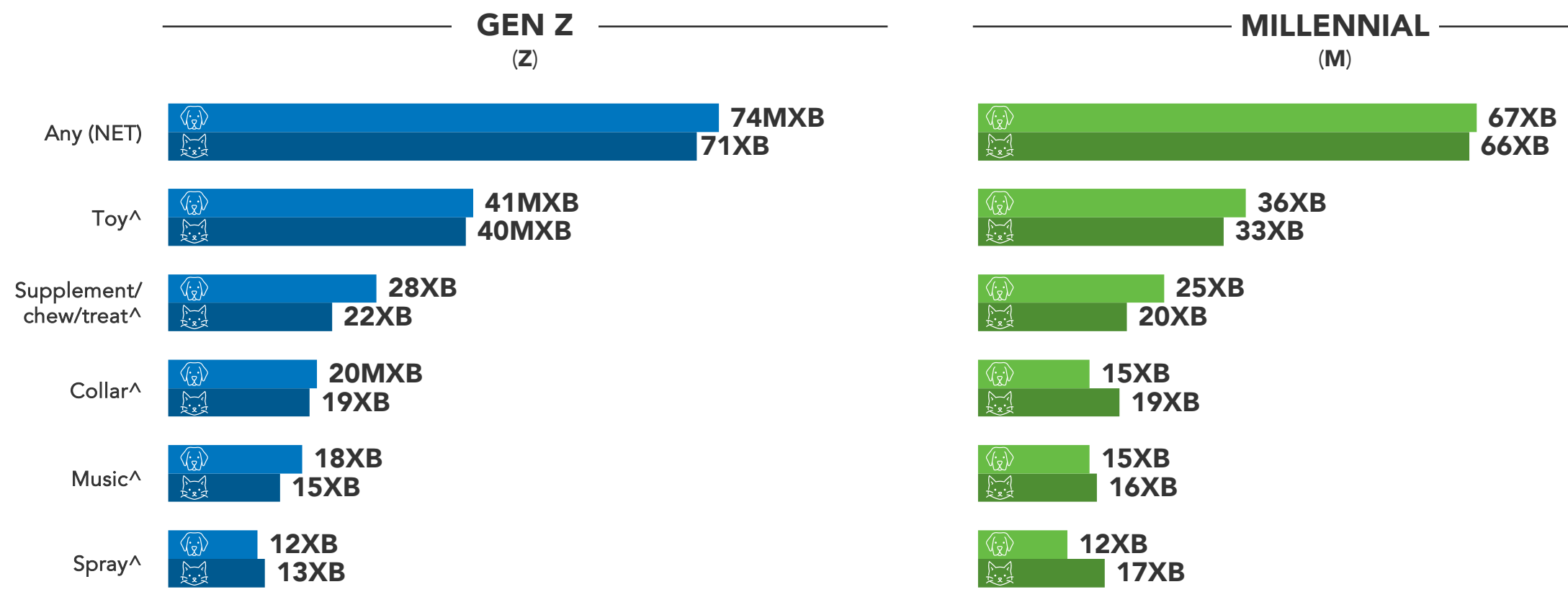


Letters indicate statistical significance at a 95% level of confidence within corresponding species group  
 ^Added in 2022

Q319c/417c. Which types of treats (not chews) have you purchased for your dog/cat(s) in the past 12 months?  
 Base Dog/Cat Gen Z: 470/393, Gen M: 971/1059, Gen X: 841/838, Boomers: 942/841

# Millennial and Gen Z pet owners use calming products almost universally, whereas...

Calming Products Used for Dogs/Cats (%) - 2022

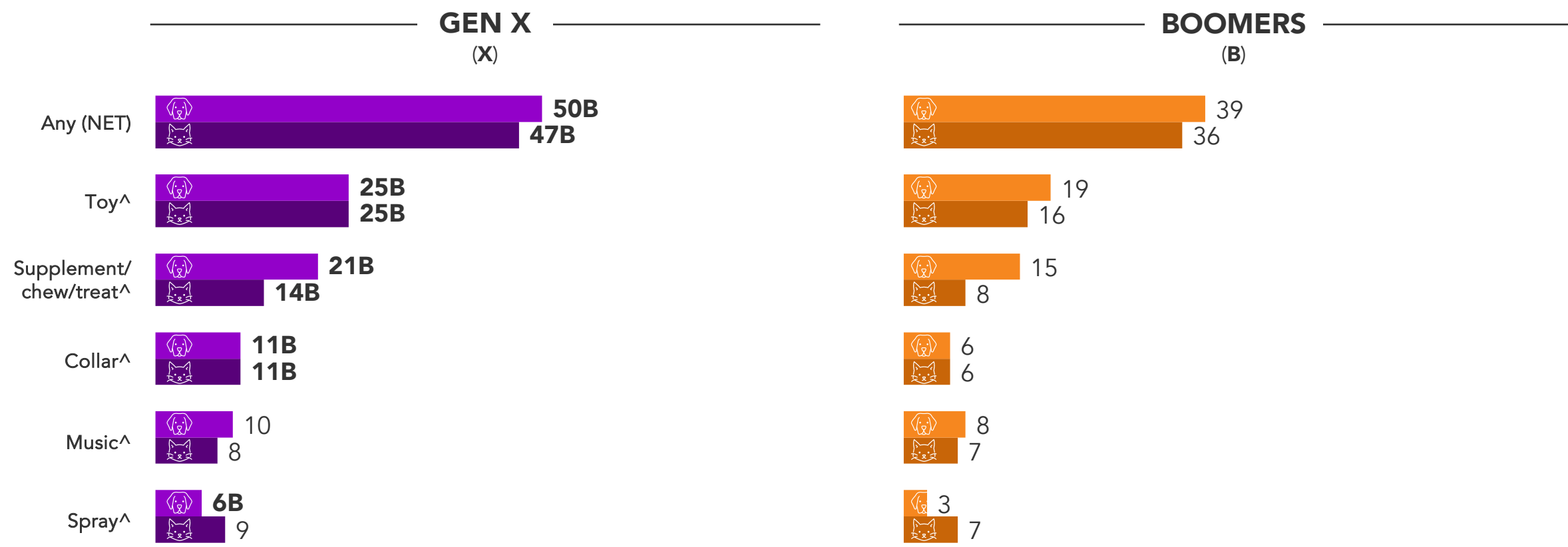


^Added in 2020  
Letters indicate statistical significance at a 95% level of confidence within corresponding species group

Q323d/Q420e. Which of the following calming products have you ever used on your dog/cat(s)?  
Base Dog/Cat Gen Z: 507/417, Gen M: 1027/1133, Gen X: 894/935, Boomers: 1020/959

# ... Boomers use calming products rarely for their pets.

Calming Products Used for Dogs/Cats (%) - 2022

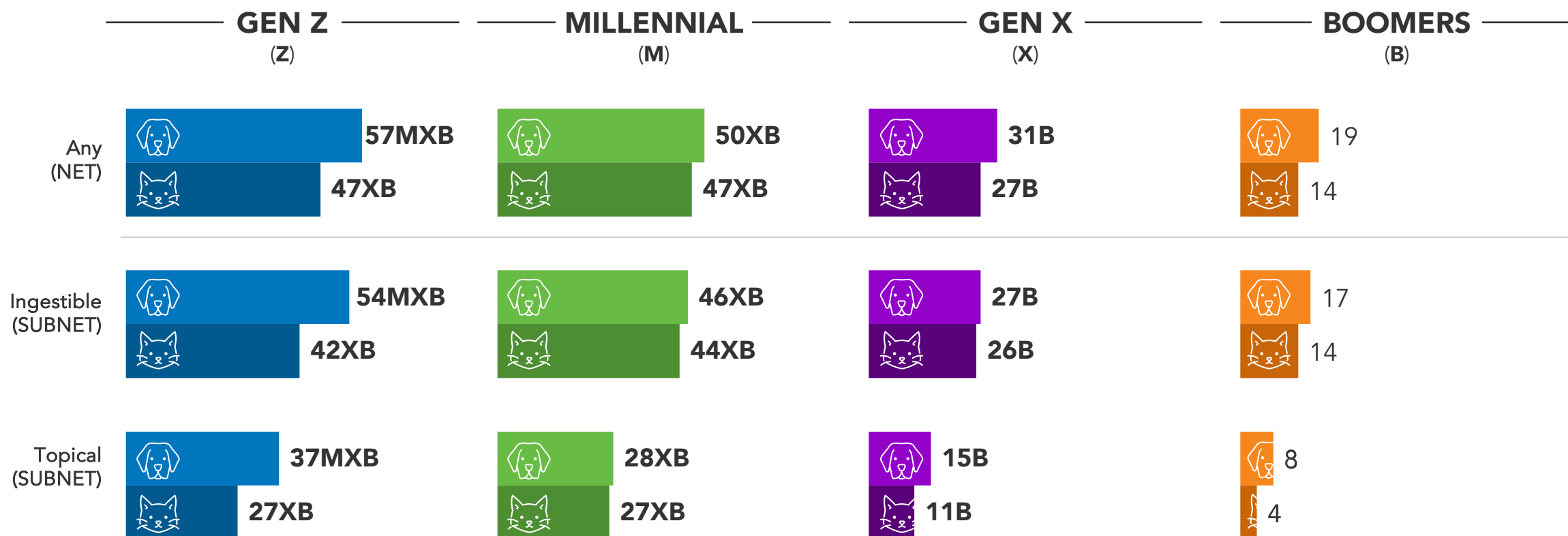


<sup>^</sup>Added in 2020  
Letters indicate statistical significance at a 95% level of confidence within corresponding species group

Q323d/Q420e. Which of the following calming products have you ever used on your dog/cat(s)?  
Base Dog/Cat Gen Z: 507/417, Gen M: 1027/1133, Gen X: 894/935, Boomers: 1020/959

# Boomers are the only generation rarely use CBD products; the younger the pet owner, the more common its use.

CBD Products Purchased in the Past 12 Months (%) - 2022

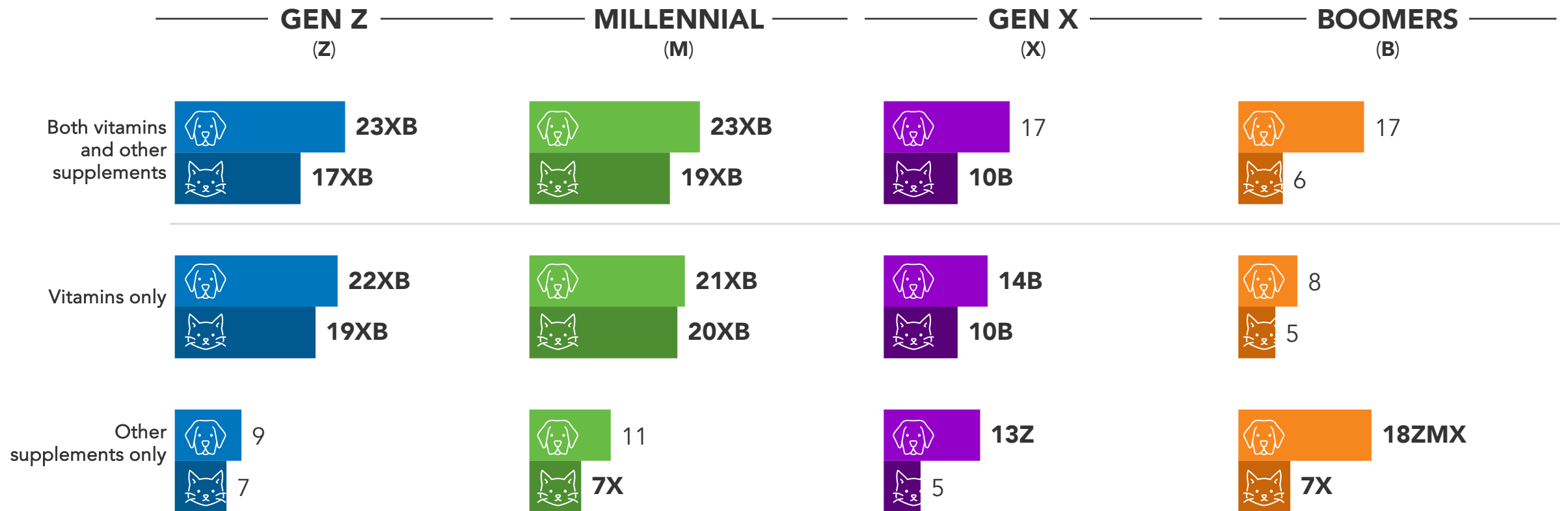


Letters indicate statistical significance at a 95% level of confidence within corresponding species group  
Base Dog/Cat Gen Z: 507/417, Gen M: 1027/1133, Gen X: 894/935, Boomers: 1020/959

Q323d1/Q420e1\_1. Which of the following CBD products (non-psychoactive chemical derived from cannabis or hemp) have you purchased for your dog/cat in the past 12 months and which do you plan to purchase in the next 12 months?

# Millennials and Gen Z pet owners use vitamins/supplements more than Gen X and Boomers, but their use is not as common as CBD.

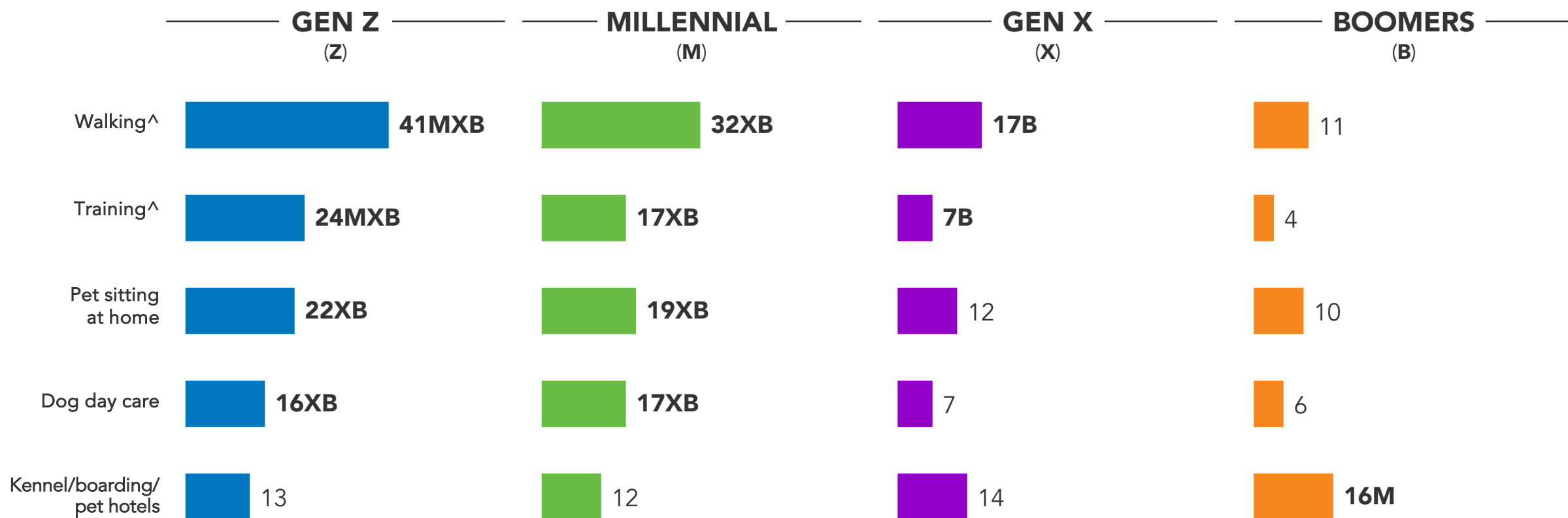
Currently Give Dog/Cat Vitamins and/or Other Supplements (%) - 2022



Letters indicate statistical significance at a 95% level of confidence within corresponding species group Q315a/413a. Do you currently give your dog/cat(s) vitamins and/or other supplements (not included in food)?  
Base Dog/Cat Gen Z: 507/417, Gen M: 1027/1133, Gen X: 894/935, Boomers: 1020/959

# Younger pet owners use dog-related services far more often than older pet owners.

Services Used in the Past 12 Months- **Dog (%)** - 2022



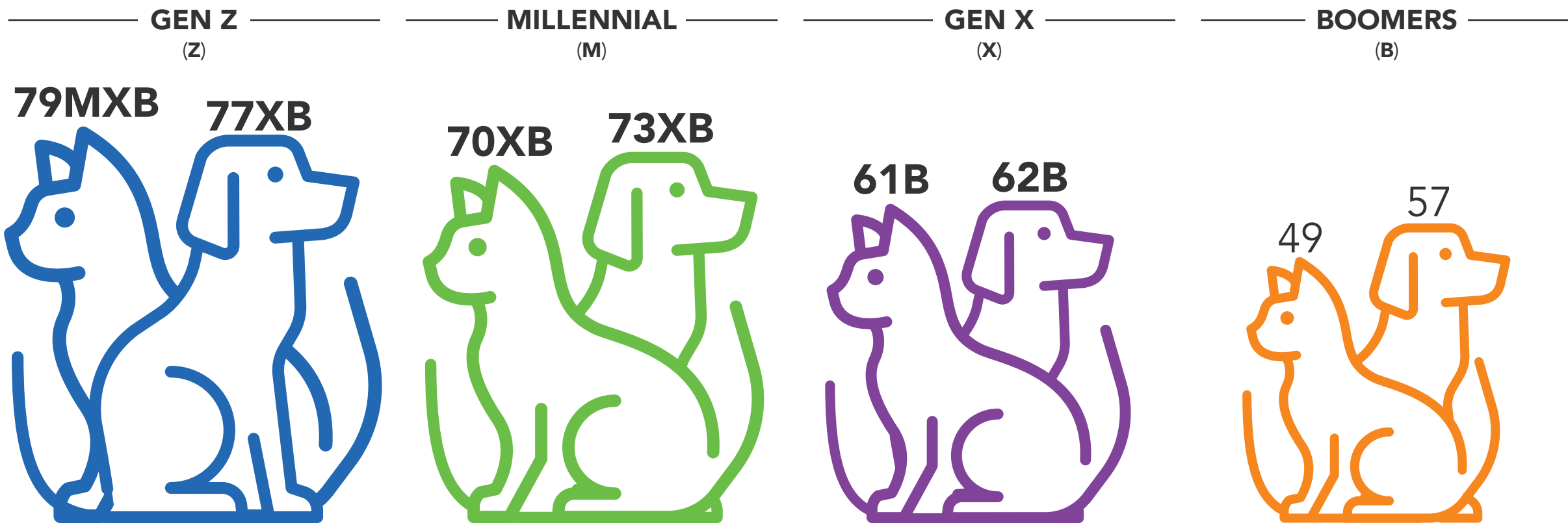
<sup>^</sup>Added in 2020

Letters indicate statistical significance at a 95% level of confidence within corresponding species group  
Base Dog Gen Z: 507, Gen M: 1027, Gen X: 894, Boomers: 1020

Q316a. In the past 12 months, which of the following services have you used for your dog(s)?

## Gen Z and Millennials will buy a memorial item upon the death of their pet more so than older generations.

Will Buy Something Upon Dog's/Cat's Death (%) - 2022



Letters indicate statistical significance at a 95% level of confidence within corresponding species group Q341c/447c. Upon the death of your dog/cat(s), which of the following do you think you will buy?  
Base Dog/Cat Gen Z: 507/417, Gen M: 1027/1133, Gen X: 894/935, Boomers: 1020/959

**Zone**





## Zone Definition

The data in this section is grouped into zones: Rural, Urban and Suburban.

Zonal designations are obtained from Great Data, a database housing Census, Rural Urban, Congressional, CBSA, & Postal information. The database categorizes zip codes into geographical areas. Each zip code is classified as predominately rural, suburban, or urban based on three key factors: population density (people per square mile), distance from nearest city, and size of the nearest city (suburban areas for larger cities extend greater distances).

Great Data uses census counts and the latest estimations to calculate the population per zip code based on ZCTA (zip code tabulation area). It is an approximation of a zip code derived from US Census Bureau databases.

Great Data updates their classifications on a quarterly basis.

## Zone Summary

### **Market to Urbanites.**

Urbanites' employment are the most impacted by the economy and they are most likely to spend more on their pets vs. other zones. Urbanites are also the lowest in purchasing medicated flea/tick products creating an opportunity to market to them about these products.

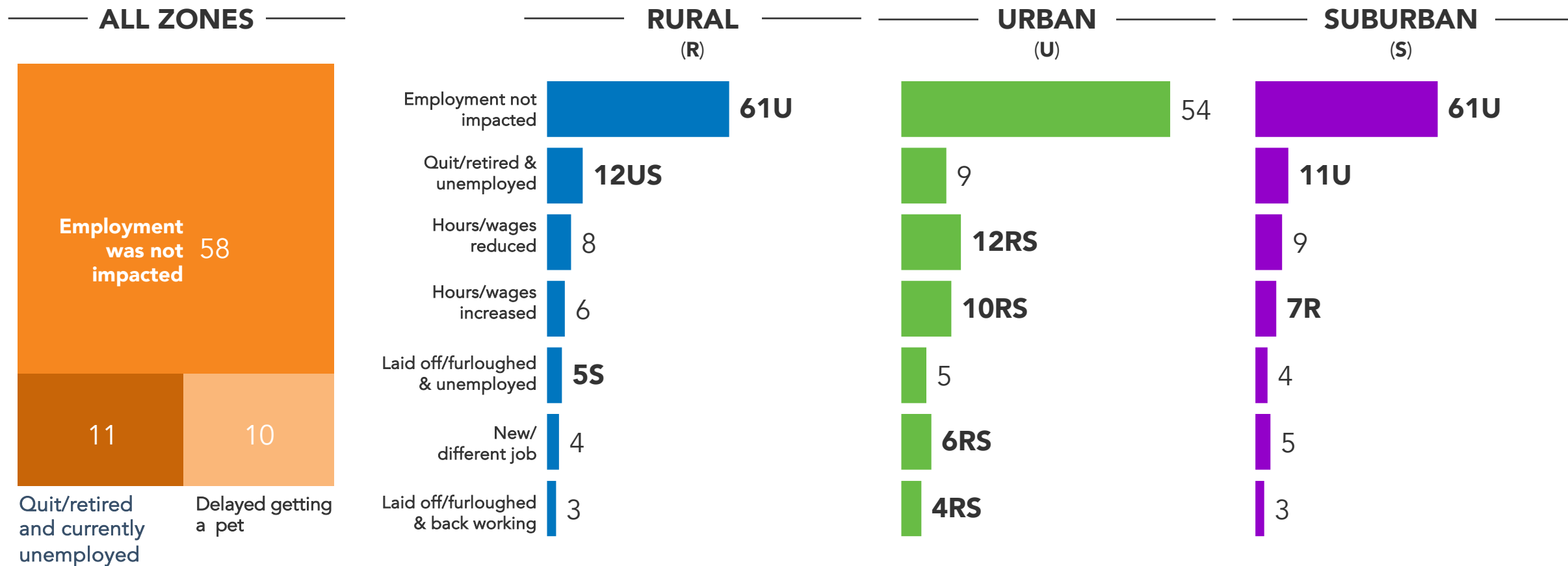
- Consider targeting pet owners in urban areas, offering discounts and specials or other ways to provide relief from financial challenges especially since they're spending more than the other zones.
- Reach them in-store and on the internet/web as these are modes where they seek information about new pet products.

### **In-store/brick and mortar is still important to pet owners.**

It is the top source of new pet product information for all pet owners, regardless of where they live.

# Most pet owners state that the economy has not affected their employment, but employment within urban areas was most impacted.

Impact Of Current Economy On **Employment** (%) - 2022

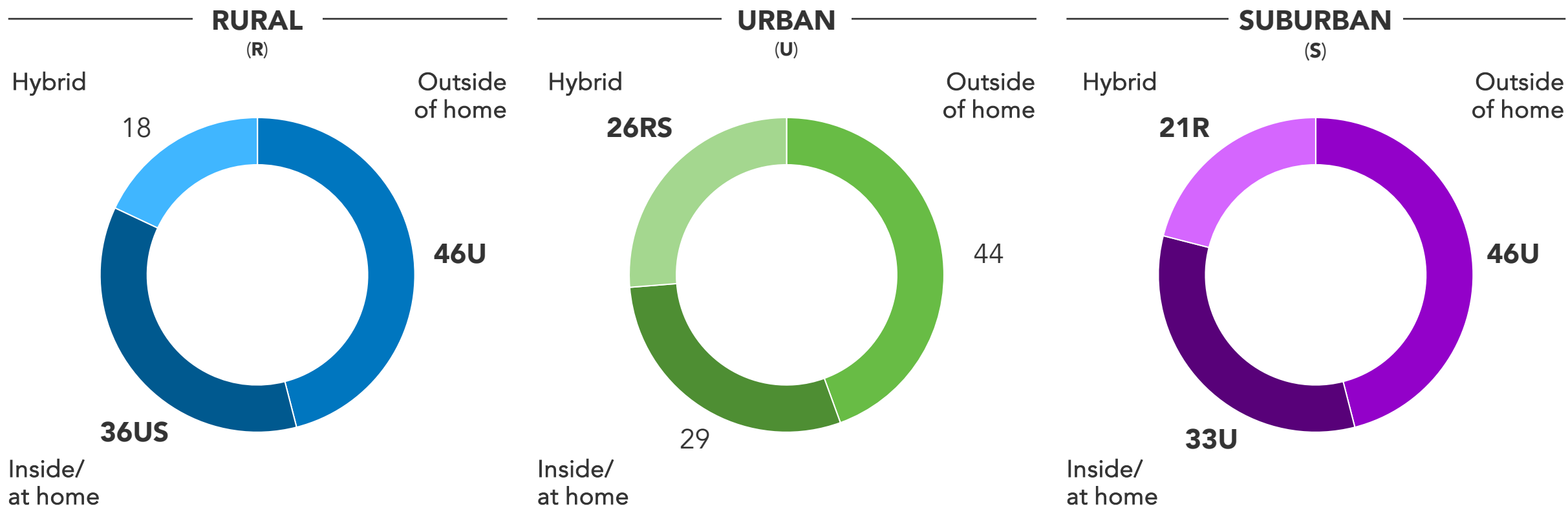


QS12g. How has your employment been impacted by the current economy?  
Base 15002

Letters indicate statistical significance at a 95% level of confidence  
Base Rural: 3297, Urban: 6216, Suburban: 5451

## Hybrid work is most likely among urbanites while exclusive office or home locations are more common in rural and suburban areas.

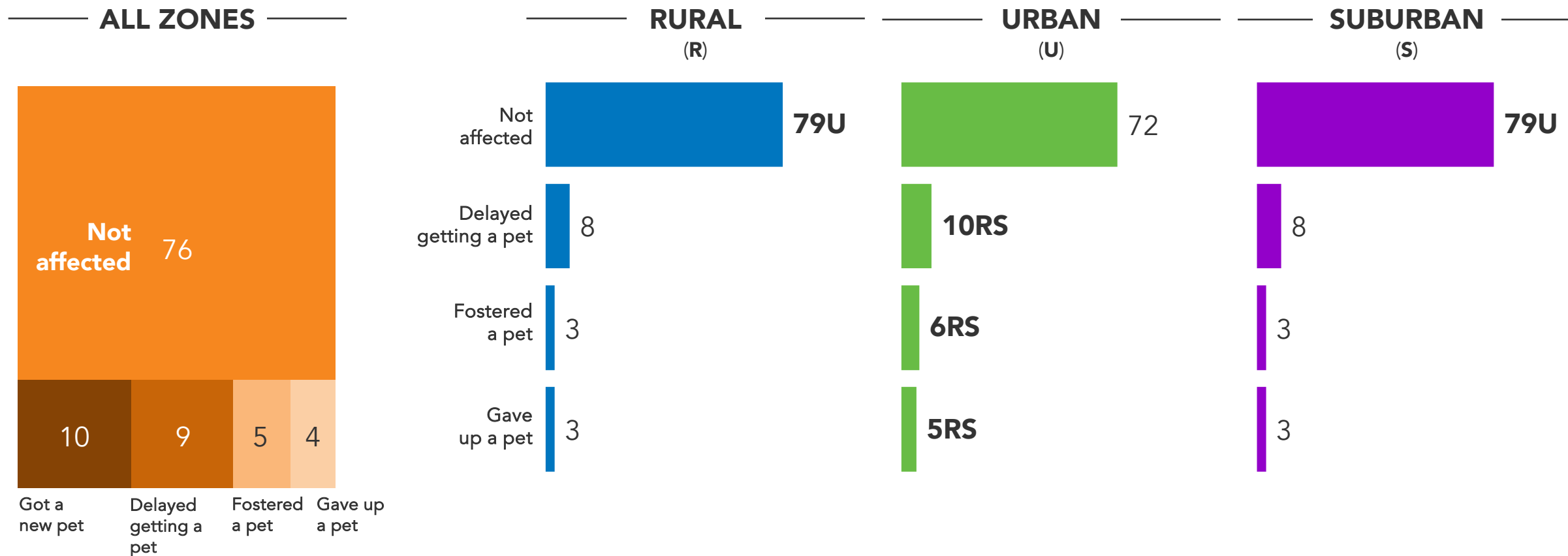
Current Employment Status (%) - 2022



Letters indicate statistical significance at a 95% level of confidence  
 QS12h. How would you describe your current employment situation?  
 Base Rural: 2714. Urban: 5343. Suburban: 4614.

# Overwhelming majority of pet owners state that their pet ownership was not affected by the economy in 2022, regardless of residential zip code.

How **Pet Ownership** has been Affected by the Current Economy (%) - 2022

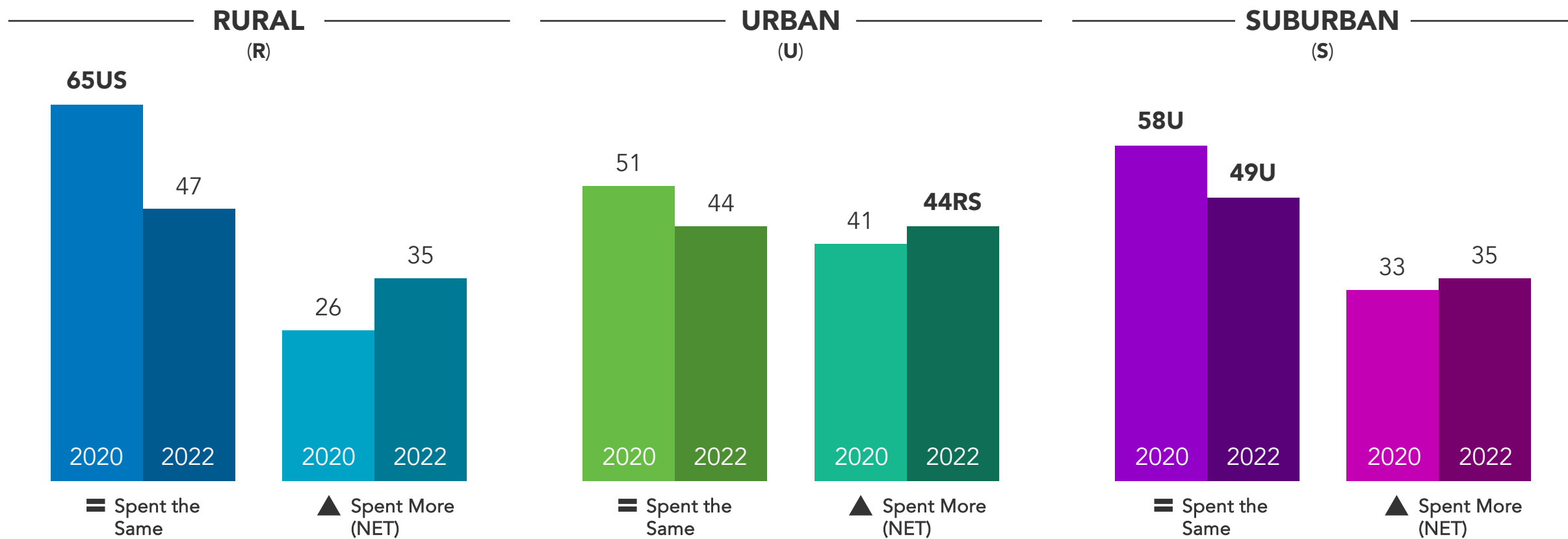


QS12e. How has your pet ownership been affected by the current economy?  
Base 9941.

Letters indicate statistical significance at a 95% level of confidence  
QS12e. How has your pet ownership been affected by the current economy?  
Base Rural: 3297, Urban: 6216, Suburban: 5451.

## Biggest swings in spending are seen in the Rural areas, but all zones are reporting spending more on their pets versus previous year.

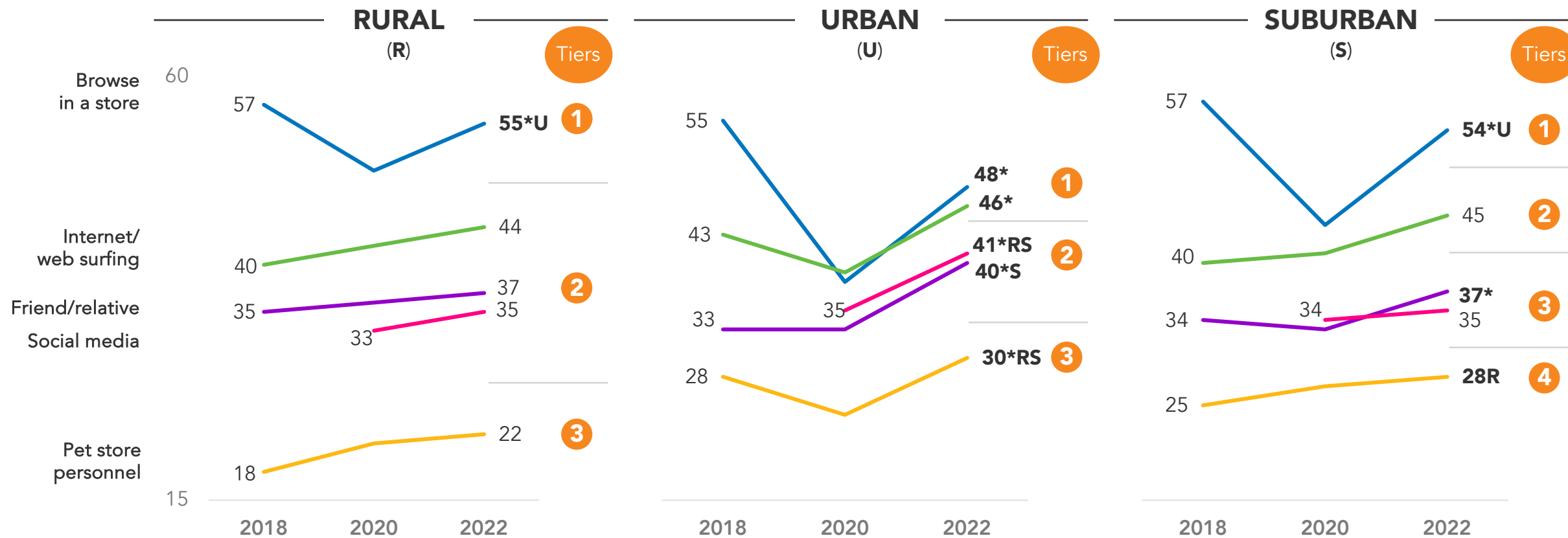
Influence of the Economy on **Pet Spending** in the Past 12 months (%)



Letters indicate statistical significant difference at a 95% level of confidence  
 QS12a1. How has the current economy influenced your spending on your pet/pet supplies in the past 12 months?  
 Base Rural 2020: 468, 2022: 2395. Urban 2020: 881, 2022: 3946. Suburban 2020: 748, 2022: 3573.

# All pet owners, regardless of where they live, prefer to learn about new pet products by browsing in a store, but urban pet owners also become aware of new products on the internet and/or web surfing.

How A Pet Owner Becomes Aware Of New Pet Products (%) – over time

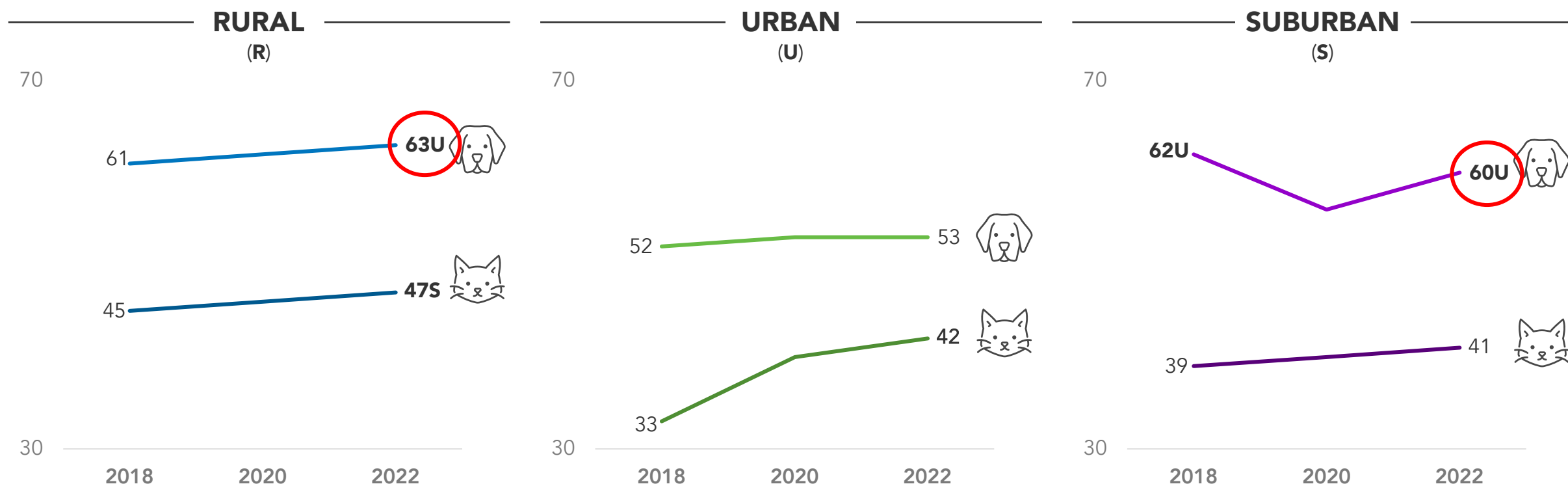


\* Significantly different vs. 2020 at a 95% level of confidence  
 Letters indicate statistical significance at a 95% level of confidence

QS5A. How Pet Owner Usually Becomes Aware of New Pet Products  
 Base 2018: 2020: 2022 Rural: 2123: 468: 2395. Urban: 3924: 881: 3946. , Suburban: 3723: 748: 3573.

# Medicated flea/tick product purchases are highest in rural and suburban areas, with levels steadily increasing in rural.

Purchased Medicated Flea/Tick Products for Pet in Past 12 Months (%) – over time



\* Significantly different vs. 2018 at a 95% level of confidence within zone  
Letters indicate statistical significant difference at a 95% level of confidence

Q324/Q421 Have you purchased any medicated flea/tick products, including those obtained from a veterinarian, for your dog/cat(s) in the past 12 months?

Base Dog 2018/2020/2022 Rural: 113/646/804 Urban: 192/1381/1334 Suburban: 185/1278/1361  
Base Cat 2018/2020/2022 Rural: 92/727/896 Urban: 188/1211/1425 Suburban: 175/1079/1181

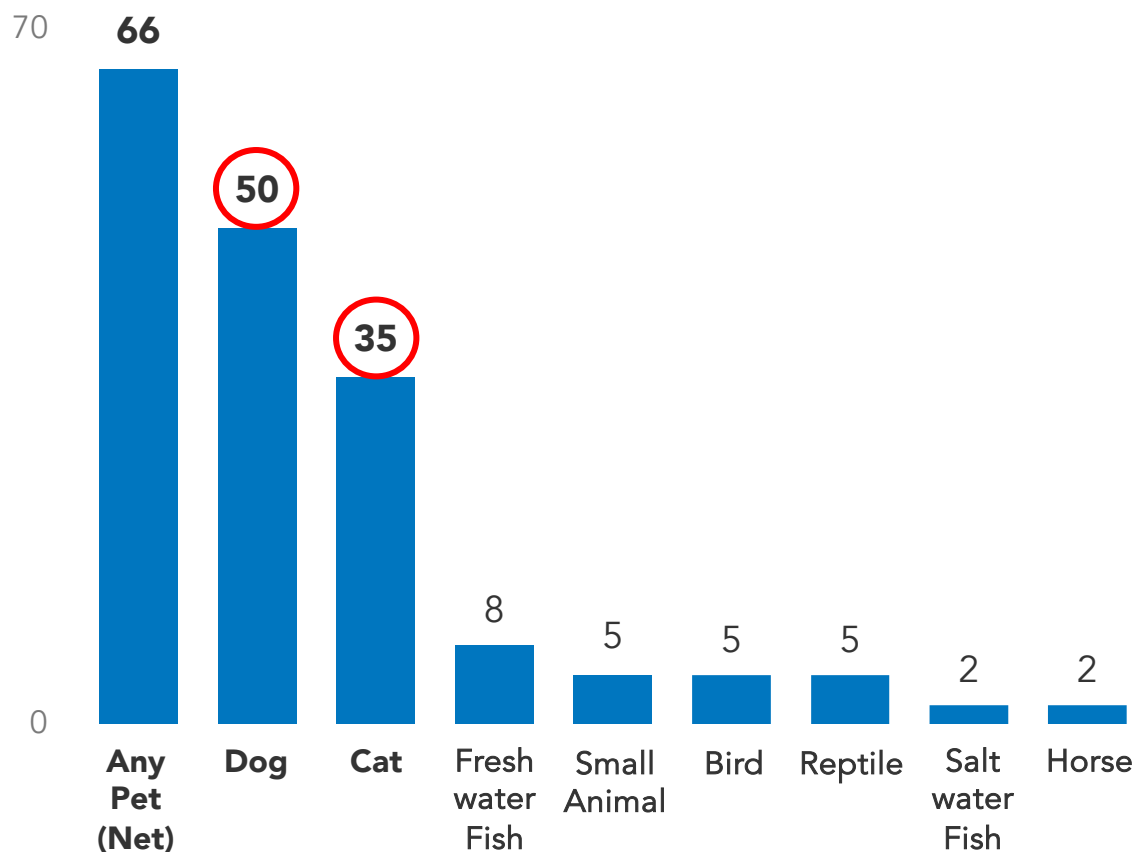


# Species

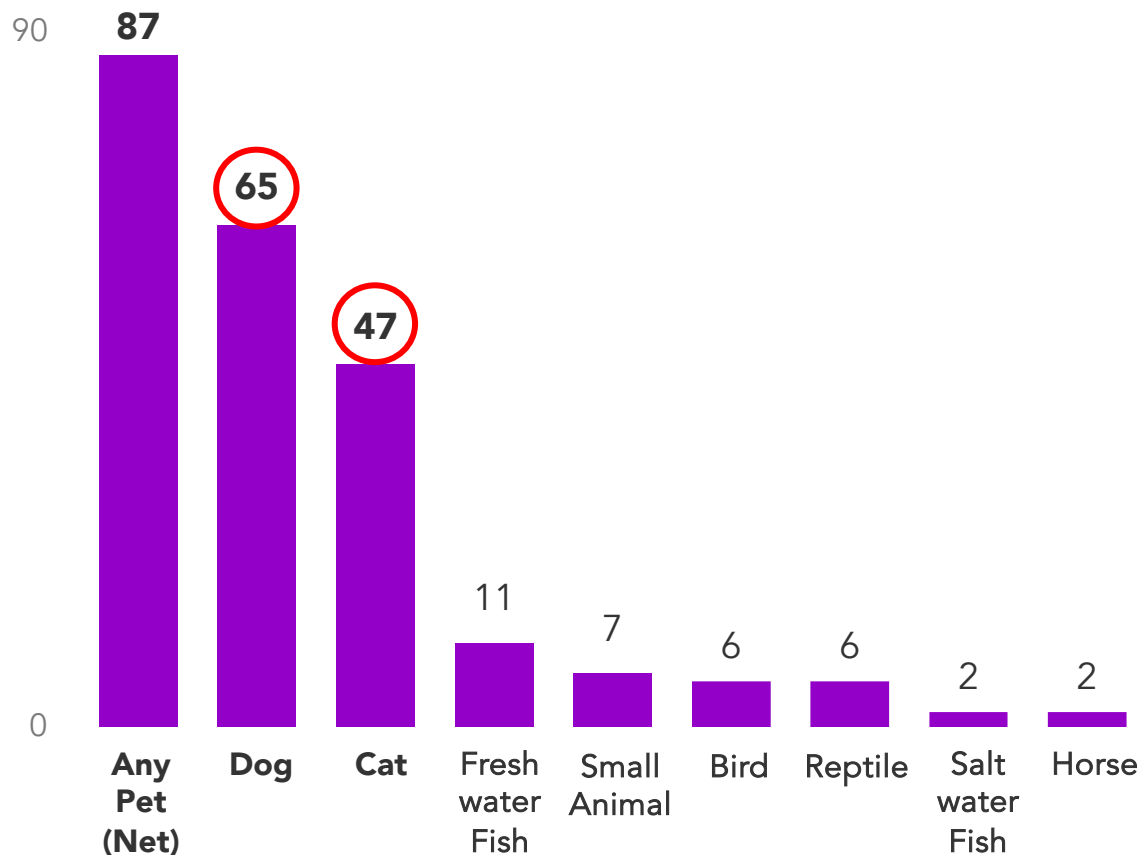


The industry is ruled by dog and cat owners, so they will be the focus of this species section.

Percentage of US household that own species (%)

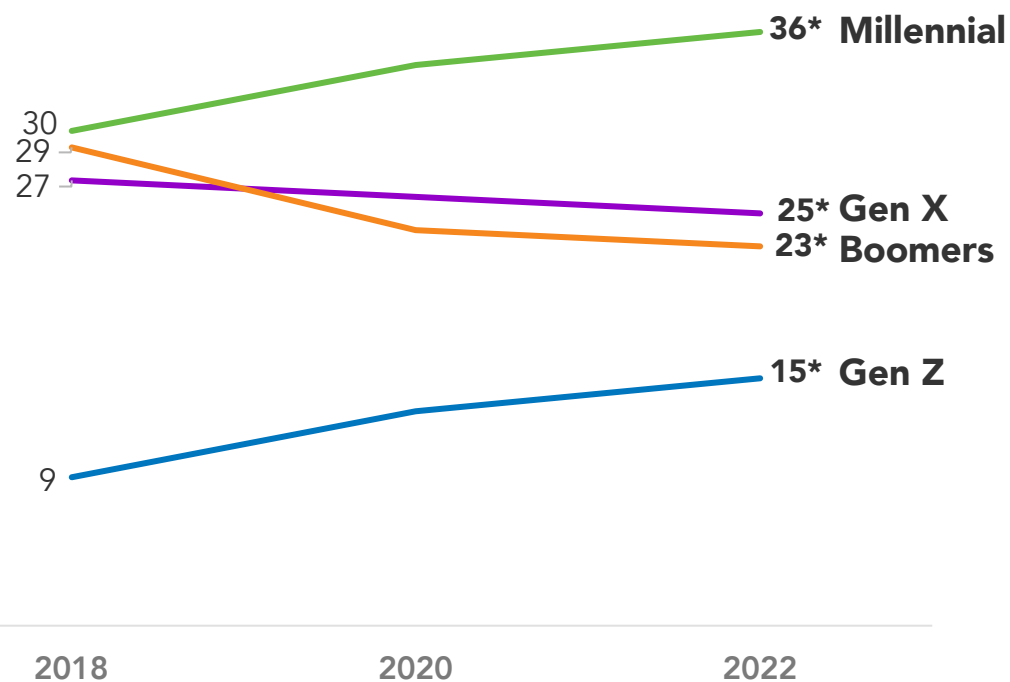
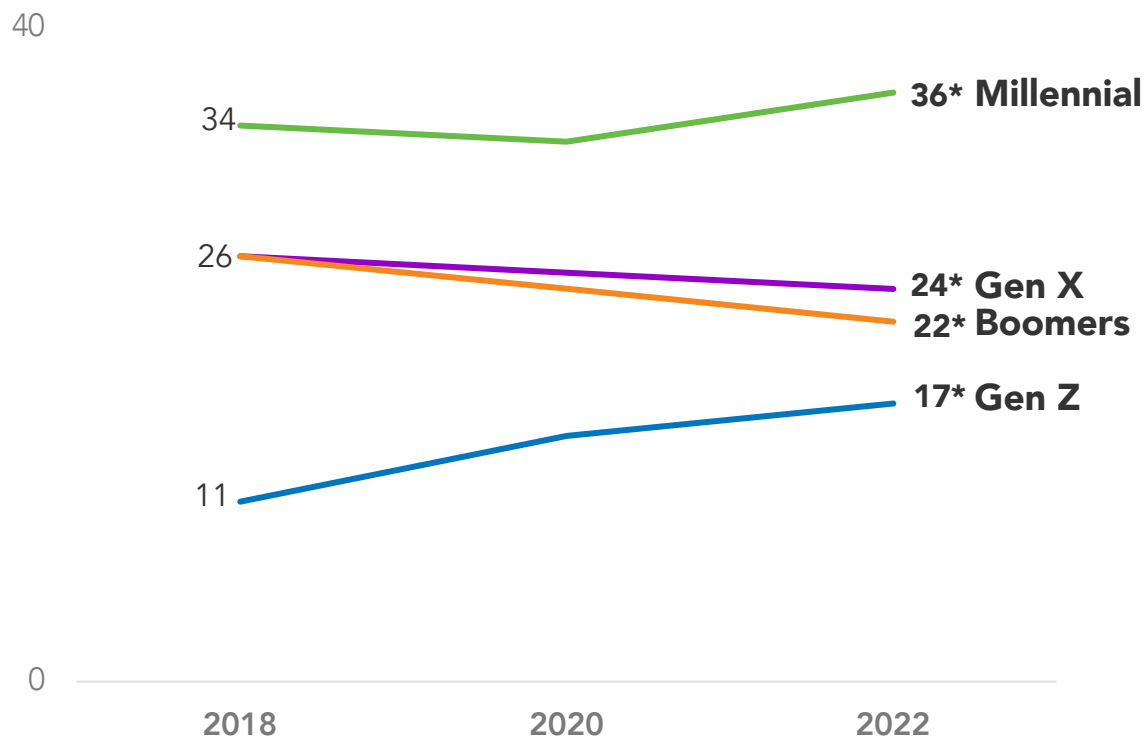


Est Number of US households that own species (in Mil)



# Millennials still own more dogs and cats than any other generation consistently, but Gen Z is starting to catch up as they age into the category. Gen X and Boomers show decreasing pet ownership since 2018.

Pet Ownership by Generation (%) – over time



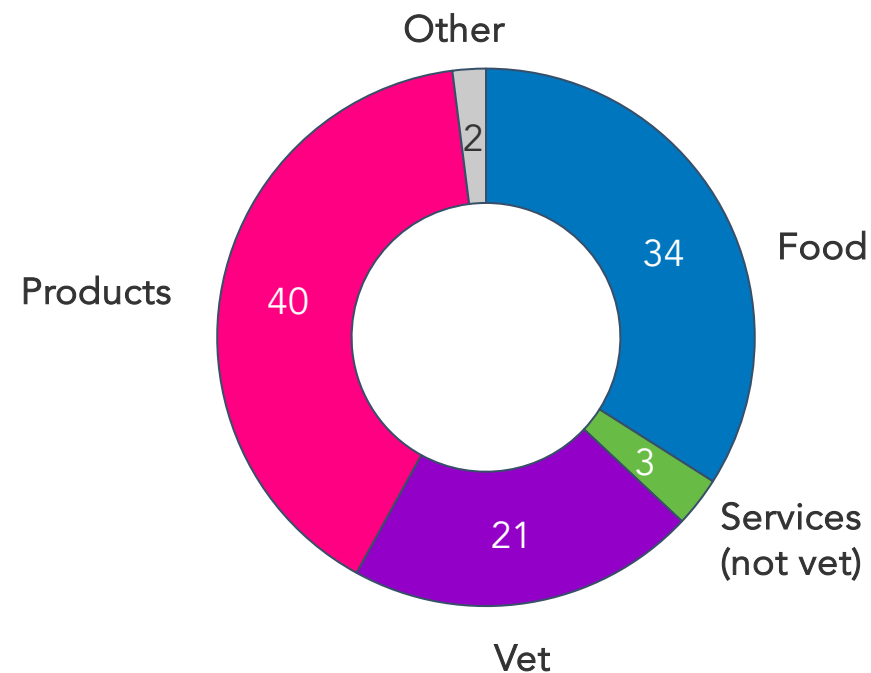
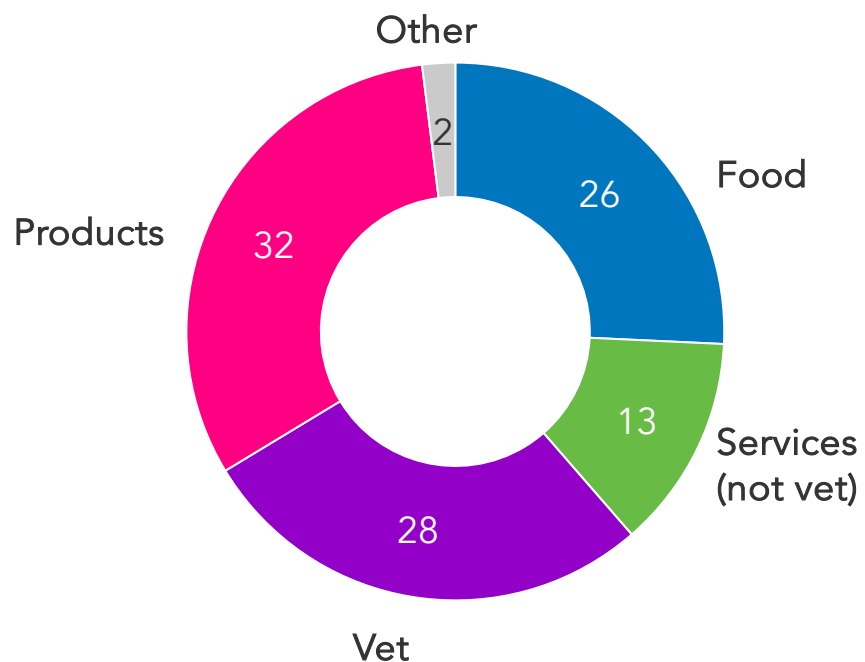
\* Significantly different vs. 2018 at a 95% level of confidence

QS3A. Please indicate from the list below the type(s) of animal(s) you own. Select one for each.  
Base Dog/Cat 2018 :7529/5073, 2020: 1610/1058, 2022: 7441/5319.

## Pet Products account for the largest share of dollars spent.

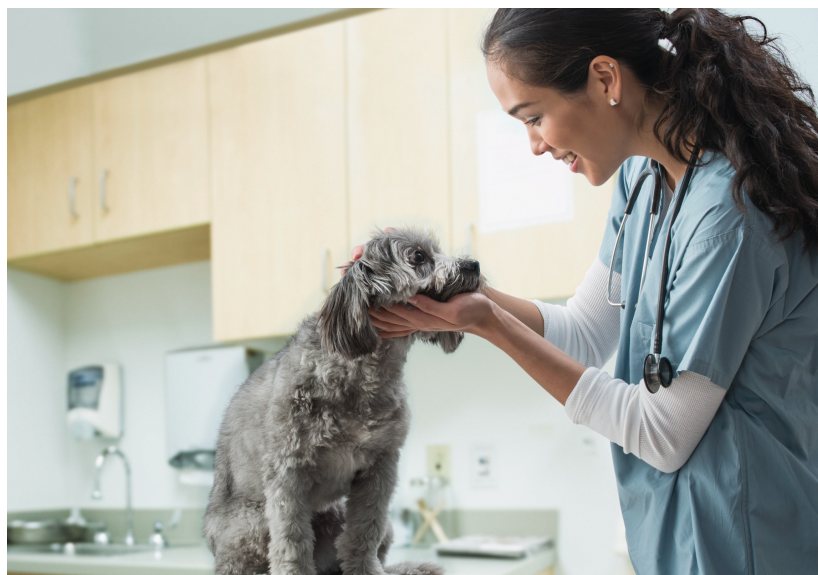
For dog and cat owners, veterinary and food spend are the next largest shares.

Share of Pet Wallet (%) - 2022

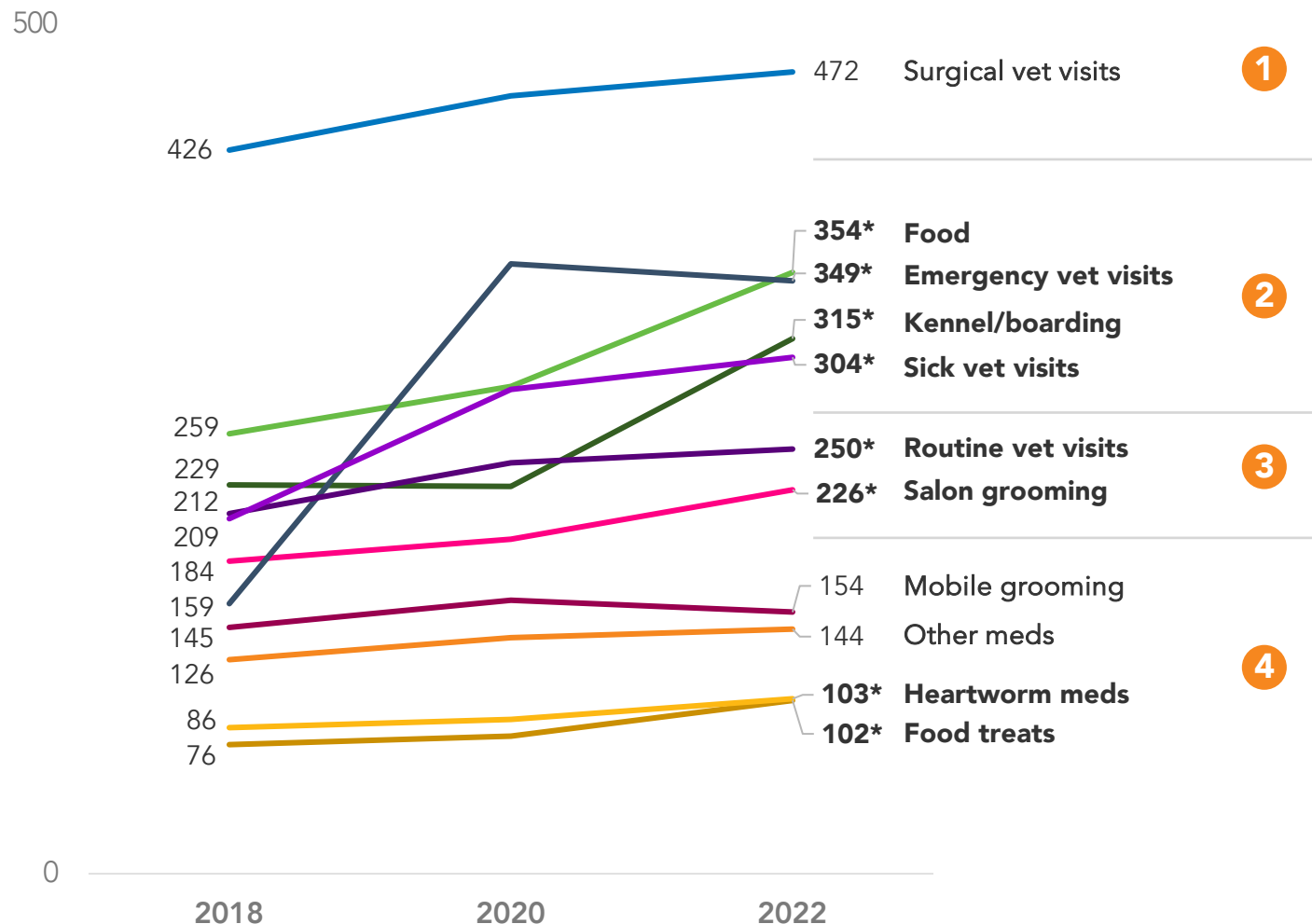


Owning a dog has become significantly more expensive than 2018.

Vet visits dominate expenses, followed by food and boarding among dog owners.



Specific Expenses for All Dogs (\$) – over time



Tiers

1

2

3

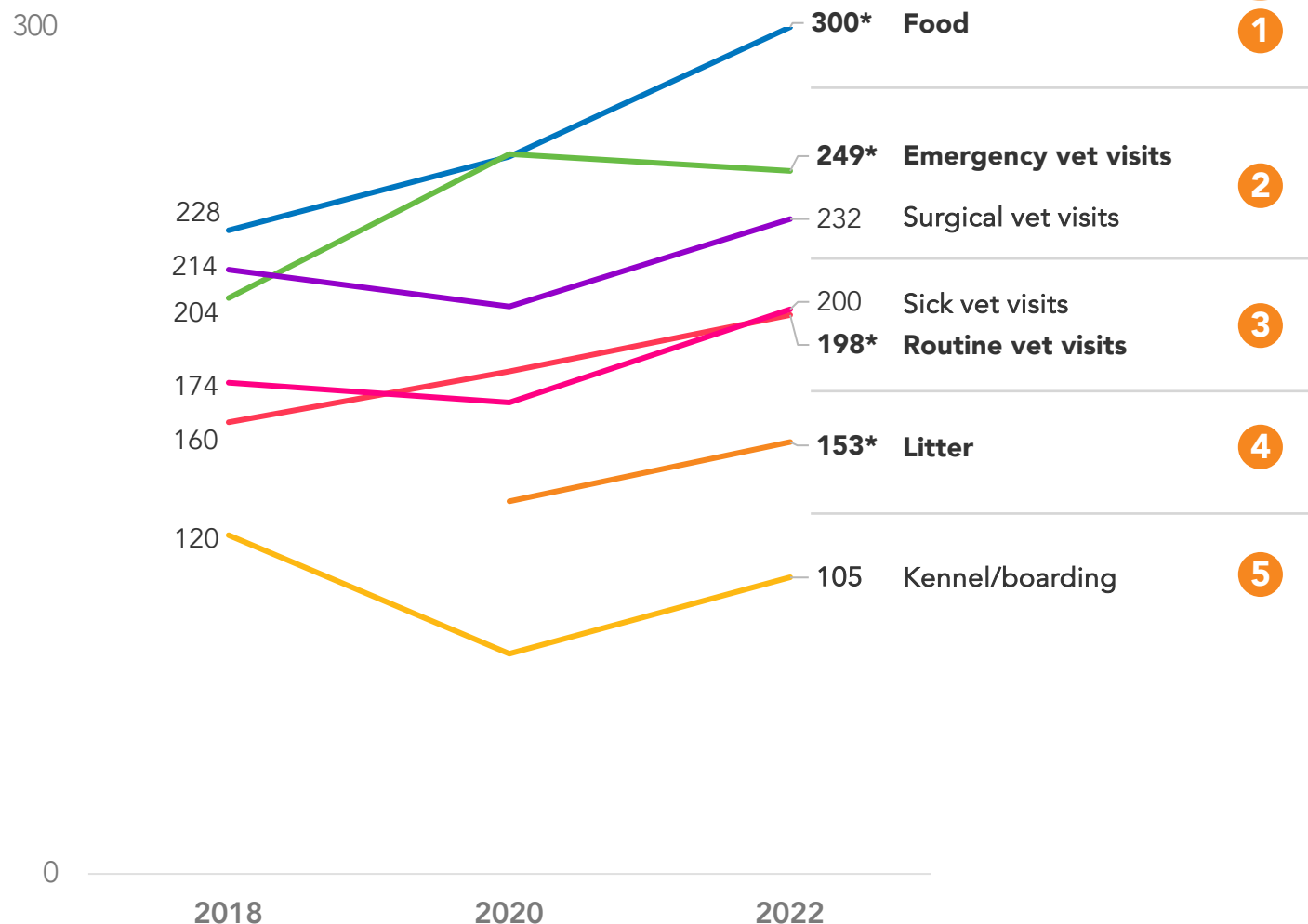
4

\* Significantly different vs. 2018 at a 95% level of confidence  
 Q334/438\_MS\_EXC. In the past 12 months, approximately how much did you spend on your dog(s)/cat(s) for each of the following? - Excluding 0 Mean Summary  
 Base Dog/Cat 2018: 500/500, 2020: 3310/3022, 2022: 3512/3508.

Owning a cat has become much more expensive in 2022 vs 2018. Food and vet visits dominate expenses.



Specific Expenses for All Cats (\$) – over time

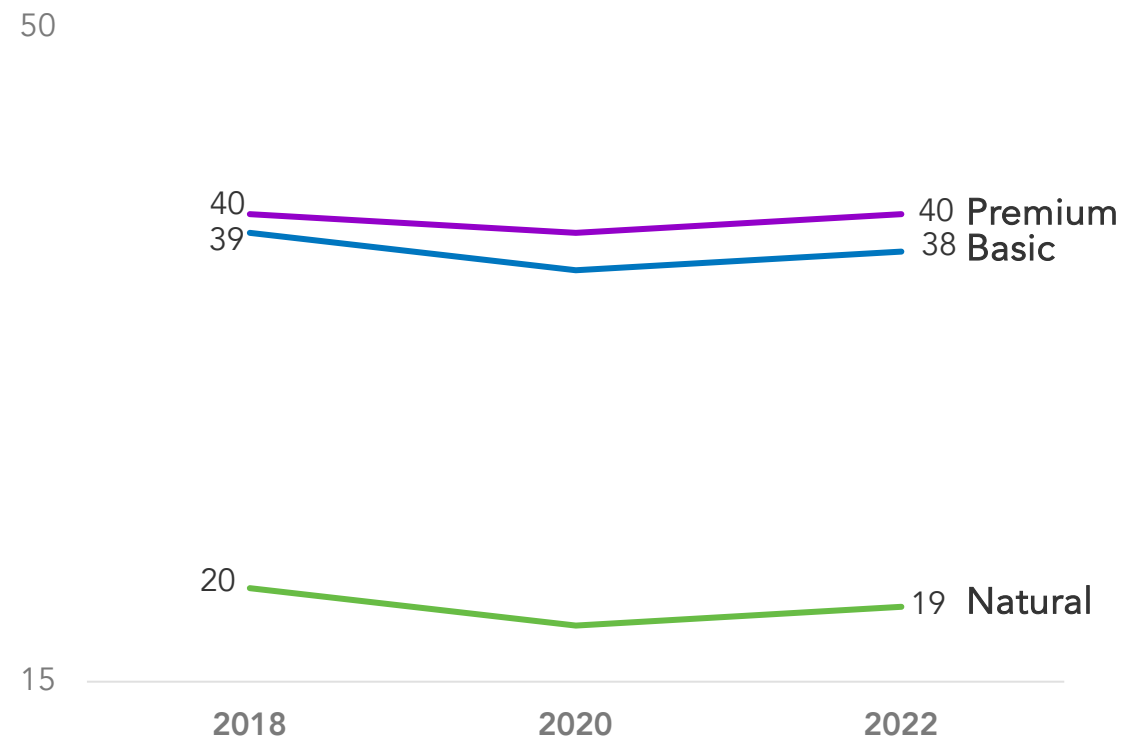
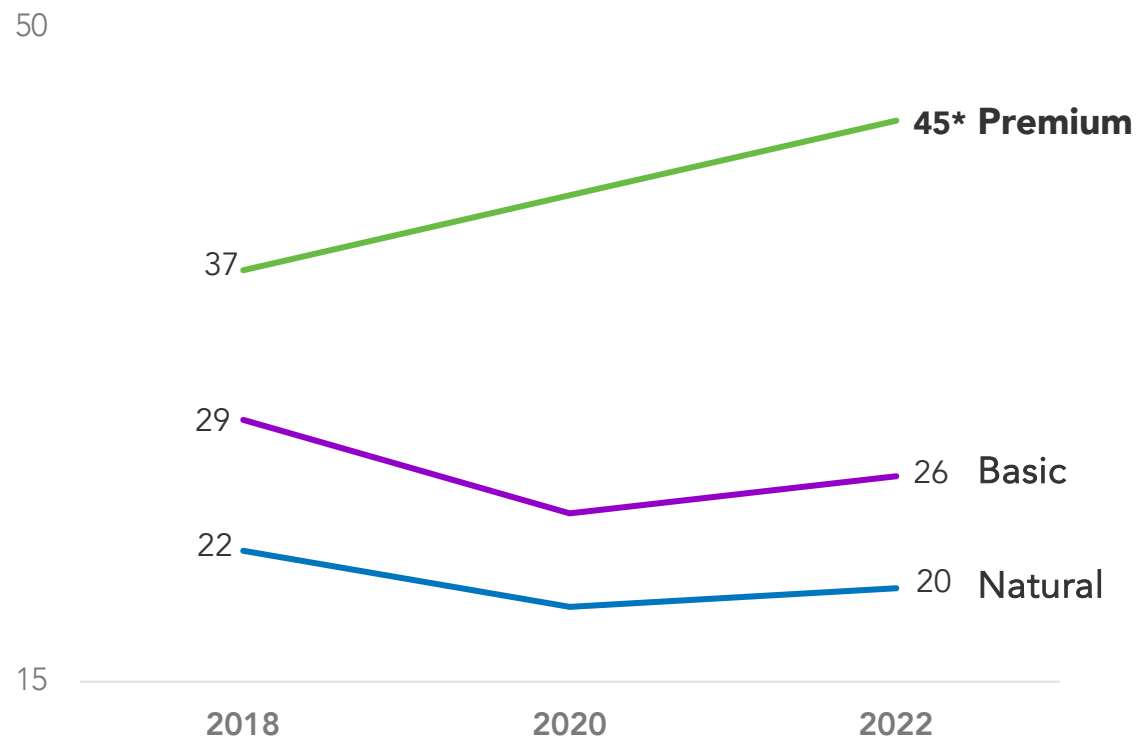


- Tiers
- 1
- 2
- 3
- 4
- 5

\* Significantly different vs. 2018 at a 95% level of confidence  
 Q334/438\_MS\_EXC. In the past 12 months, approximately how much did you spend on your dog(s)/cat(s) for each of the following? - Excluding 0 Mean Summary  
 Base Dog/Cat 2018: 500/500, 2020: 3310/3022, 2022: 3512/3508.

## Most dog owners purchase premium food, with levels trending up significantly since 2018. Most cat owners buy generic or premium food, with levels holding steady across the years.

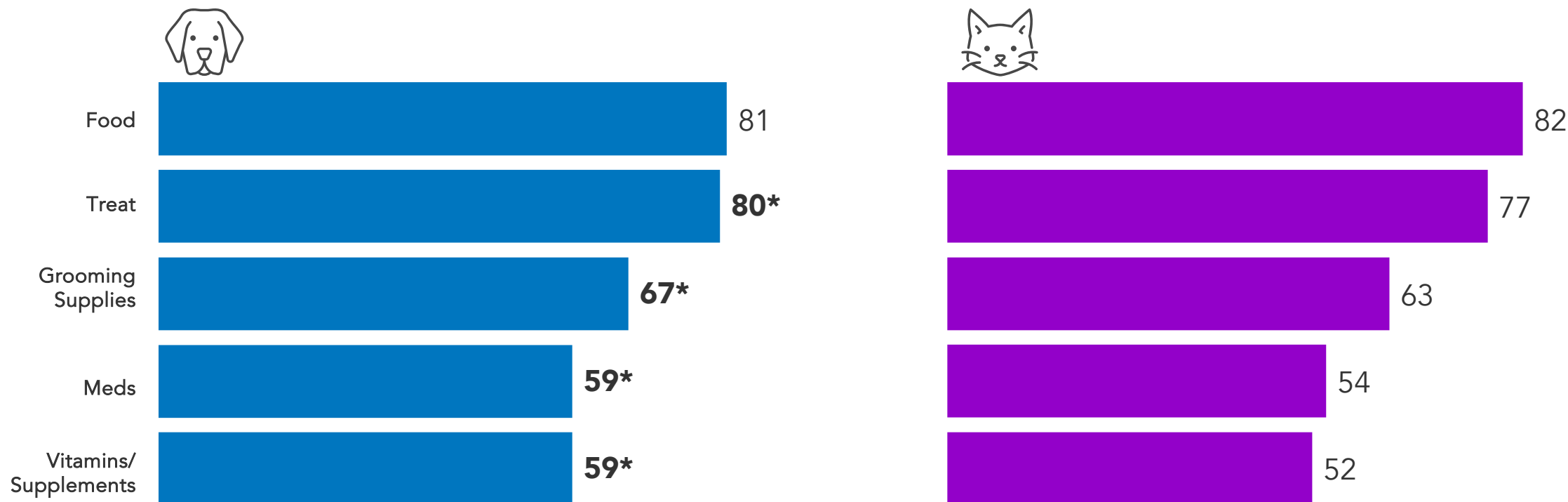
Types of Pet Food Purchased in the Past 12 Months (%) – over time



\* Significantly different vs. 2018 at a 95% level of confidence  
 Q318a/Q416a. Please indicate what types of food you have purchased in the past 12 months for your dog/cat(s).  
 Base Dog/Cat 2018:500/500, 2020:3310/3022, 2022:3512/3508.

## Dog and cat owners both purchase food online, but more dog owners purchase other types of items (such as treats and grooming supplies) than cat owners.

Pet Items Purchased Online within the Past 12 months (%) - 2022



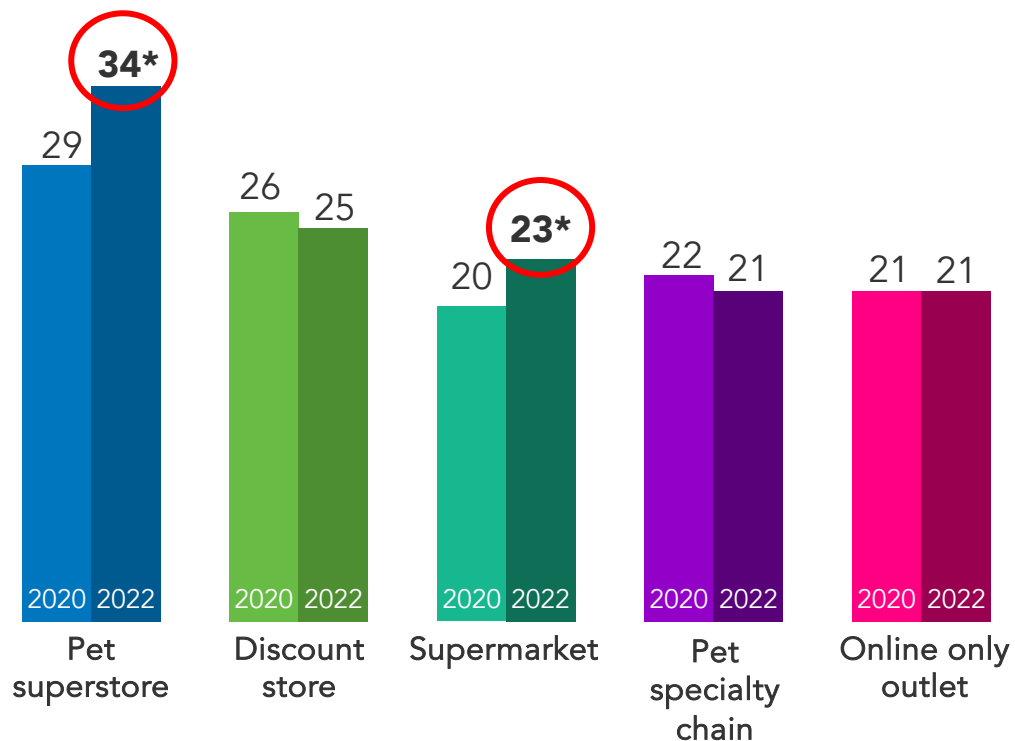
\* Significantly different at a 95% level of confidence

QS6a. In the past 12 months, how many times did you purchase each of the following pet care items online?  
Base Dog: 7441, Cat: 5319



## Toy purchases are highest at pet superstores among dog owners, while supermarkets and pet superstores are tied among cat owners.

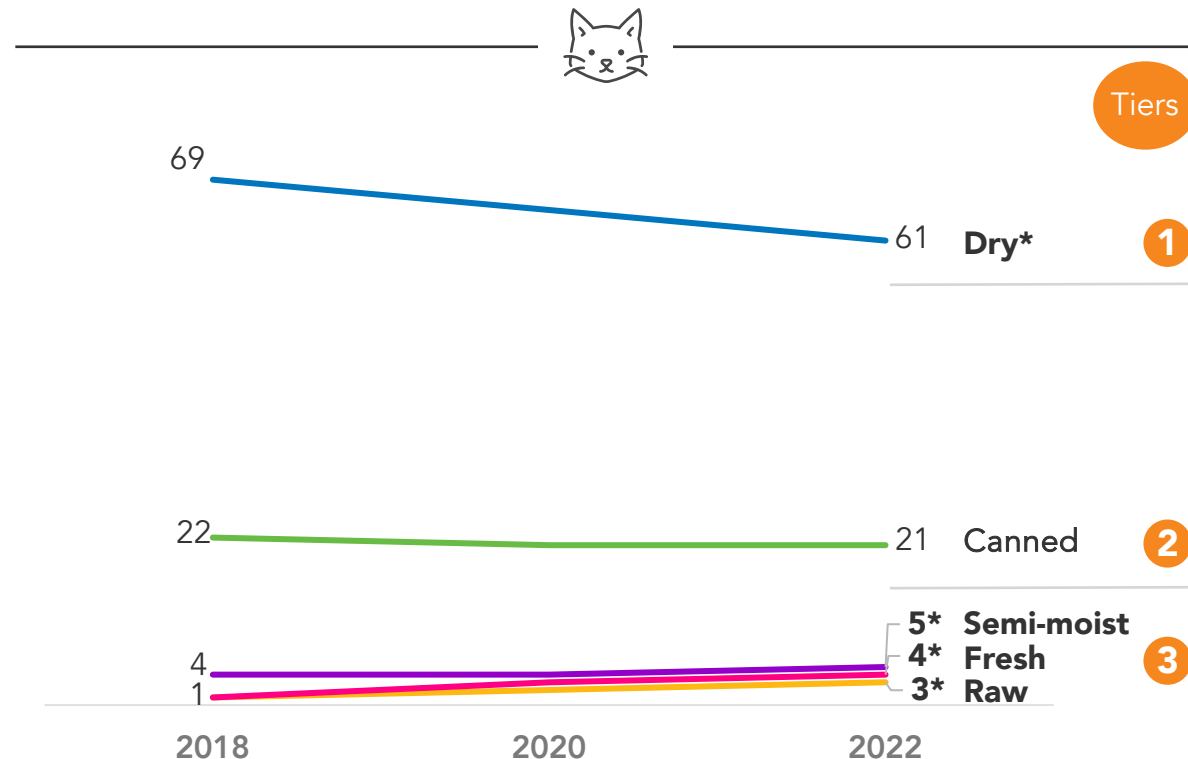
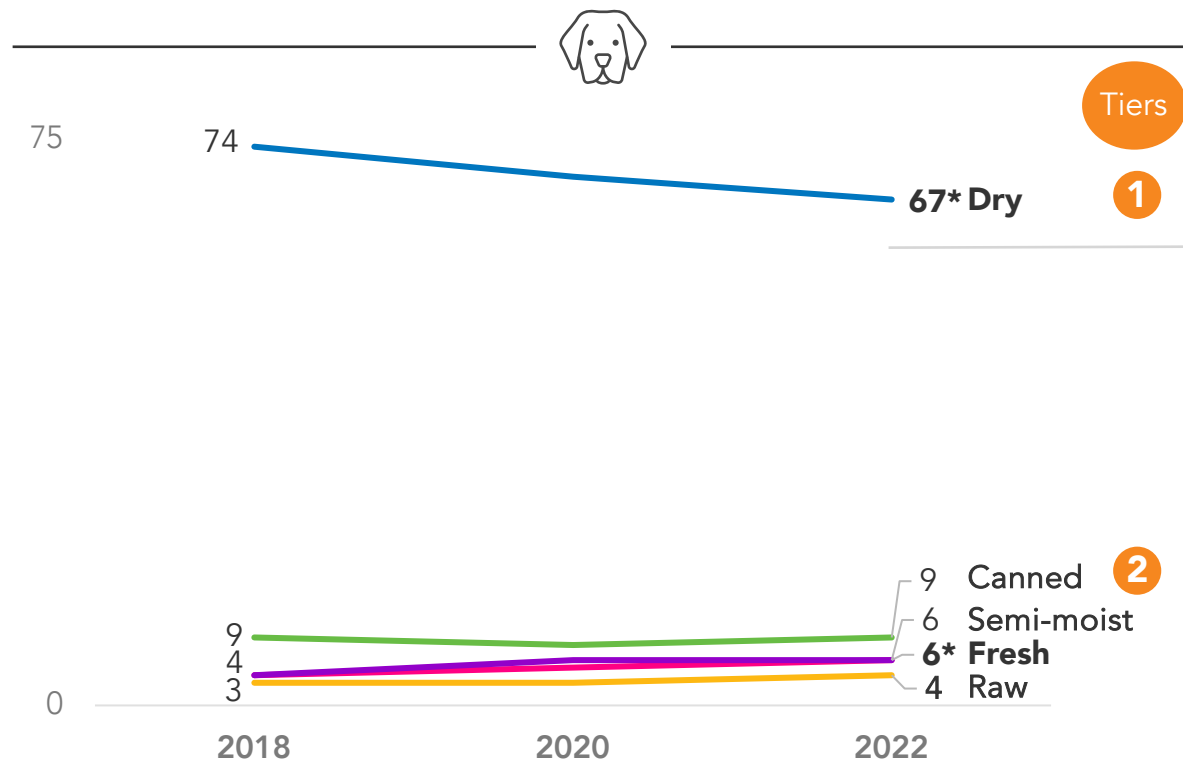
Outlets Where Toys are Purchased (%) – 2020 vs 2022



\* Significantly different vs. 2020 at a 95% level of confidence  
 Q326C1/423b1. Where did you purchase toys for your cat in the past 12 months?  
 Base Dog/Cat 2020: 2253/2014, 2022: 2482/2484.

# Most pet owners feed dry food to their pets, though levels have been trending significantly down. Although the numbers are small, semi-moist, raw, and fresh types are on the rise since 2018.

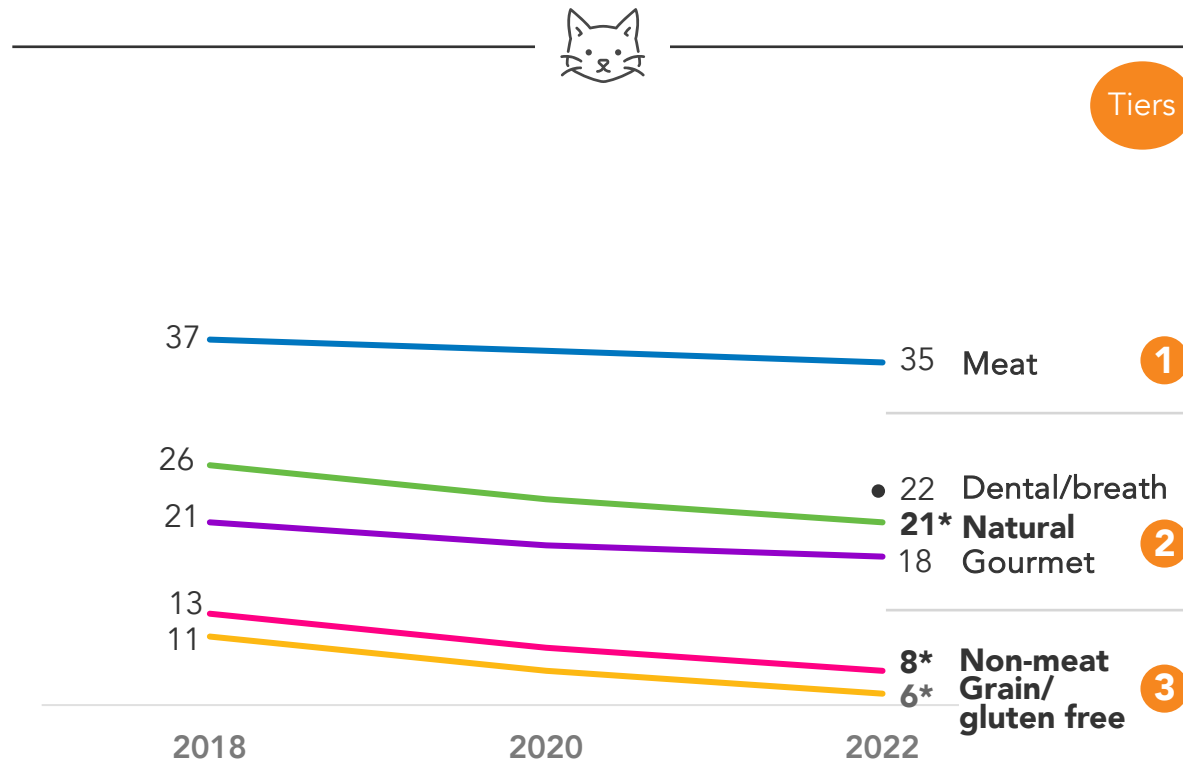
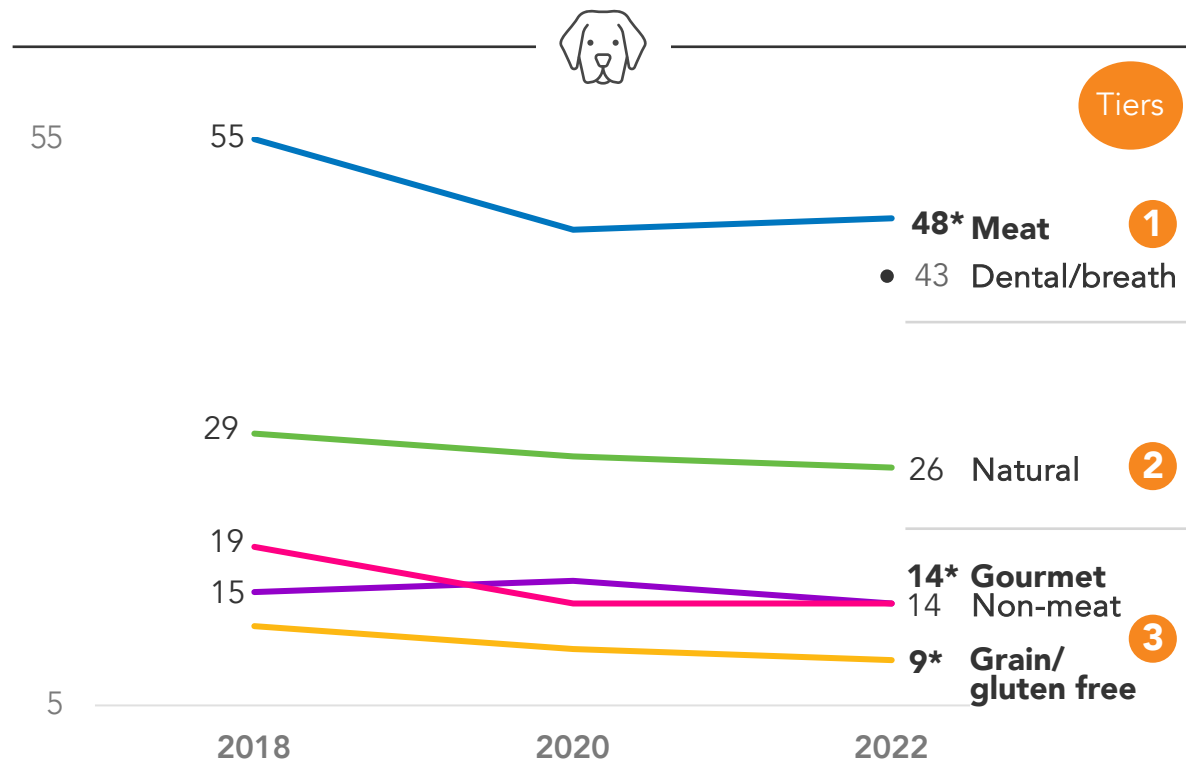
Type of Pet Food Used Most Often (%) – over time



\* Significantly different vs. 2018 at a 95% level of confidence  
 Q318e/416e What form of food do you feed your pet?  
 Base Dog/Cat 2018: 500/500, 2020: 3310/3022, 2022: 3512/3508

# Meat and dental treats are the most popular with dog owners, but levels have decreased significantly since 2018.

Types of Treats Purchased in the past 12 months (%) – over time

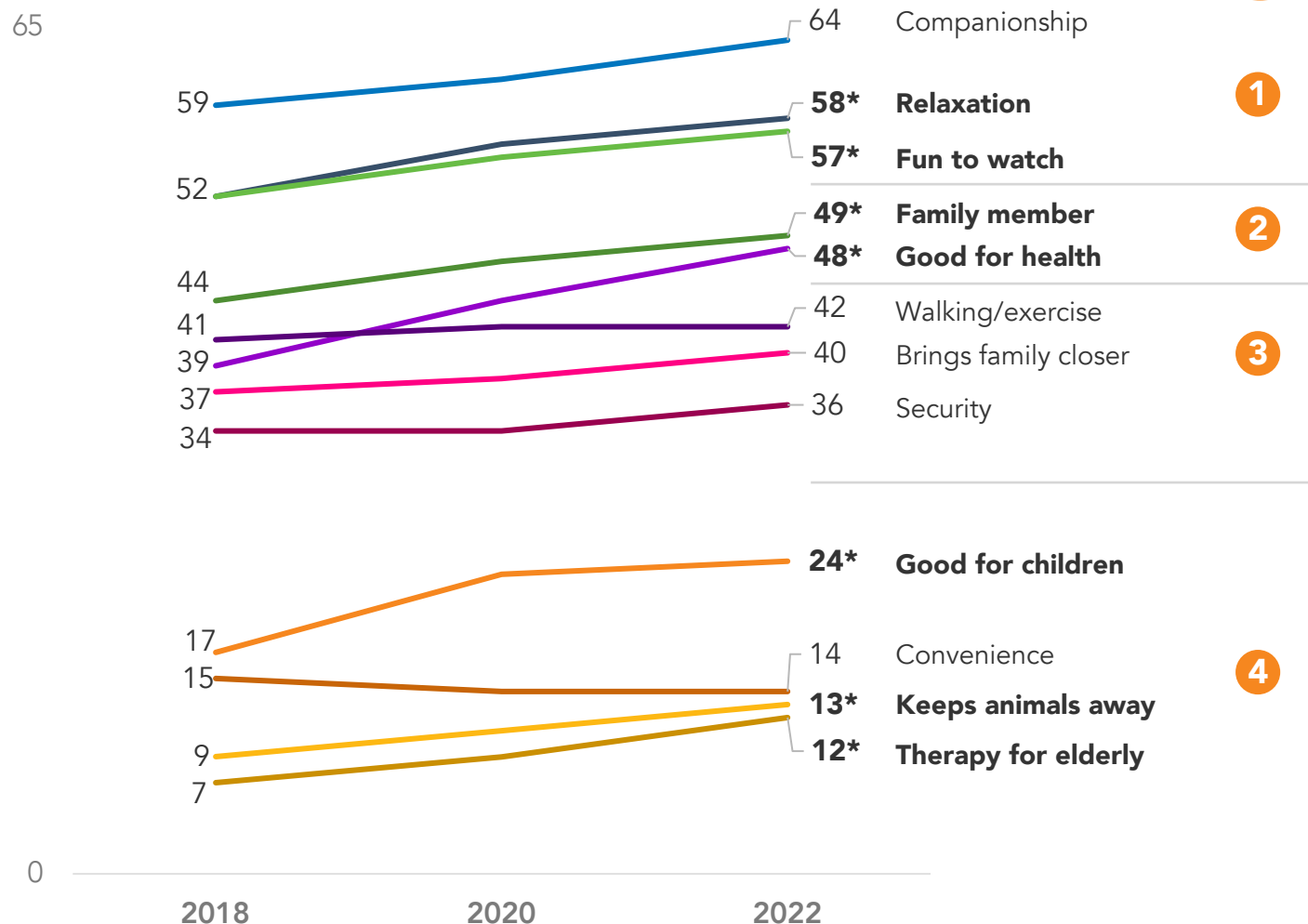


\* Significantly different vs. 2018 at a 95% level of confidence  
 Q319c/Q417c Which types of treats have you purchased for your cat(s)/dog(s) in the past 12 months? (Select all that apply)  
 Base Dog/Cat 2018: 459/430, 2020: 3070/2683, 2022: 3282/3185  
 ● New product added in 2022

# Companionship, relaxation, and being fun to watch are the largest benefits of owning dogs.



## Benefits of Owning Pets (%) - DOG



Tiers

1

2

3

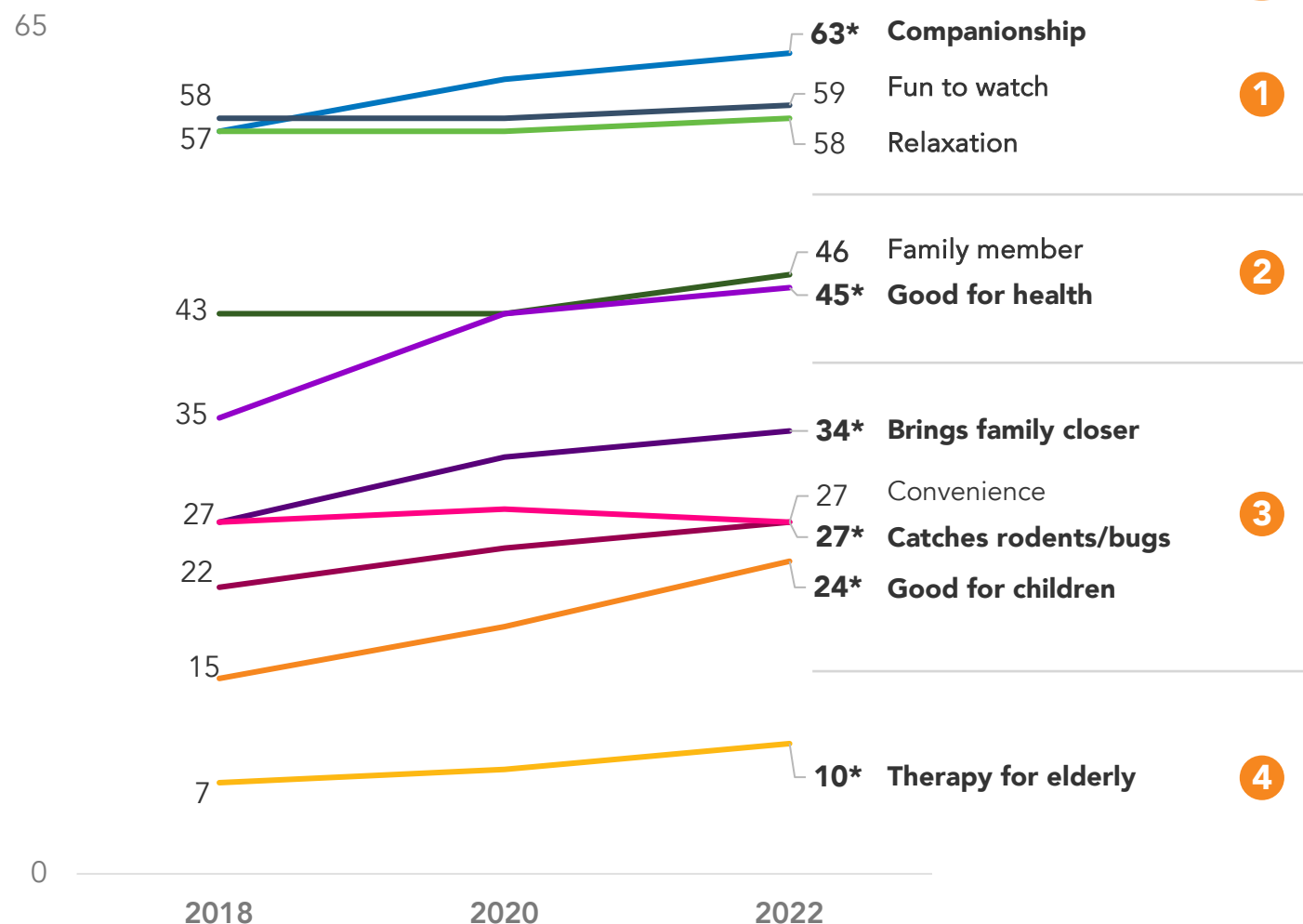
4

\* Significantly different vs. 2018 at a 95% level of confidence  
 Q339a. Please indicate which of the following benefits you and your family enjoy from owning your pet(s). (Select all that apply)  
 Base Dog/Cat 2018: 500/500, 2020: 3310/3022, 2022: 3512/3508.

Like dogs, companionship, relaxation, and being fun to watch are the largest benefits of owning cats.



## Benefits of Owning Pets (%) - CAT

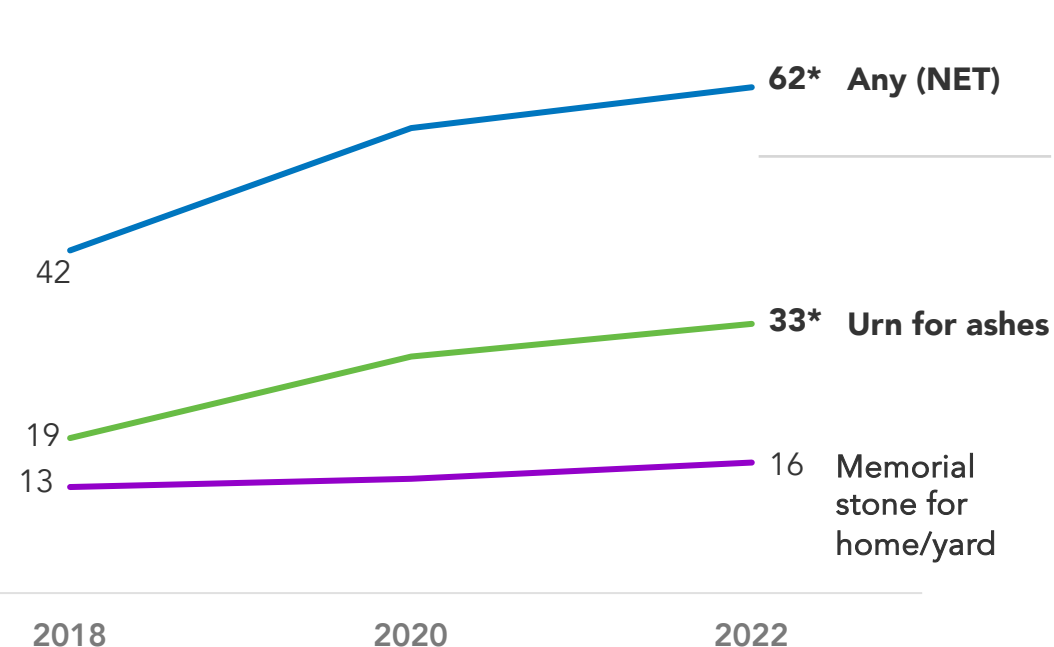
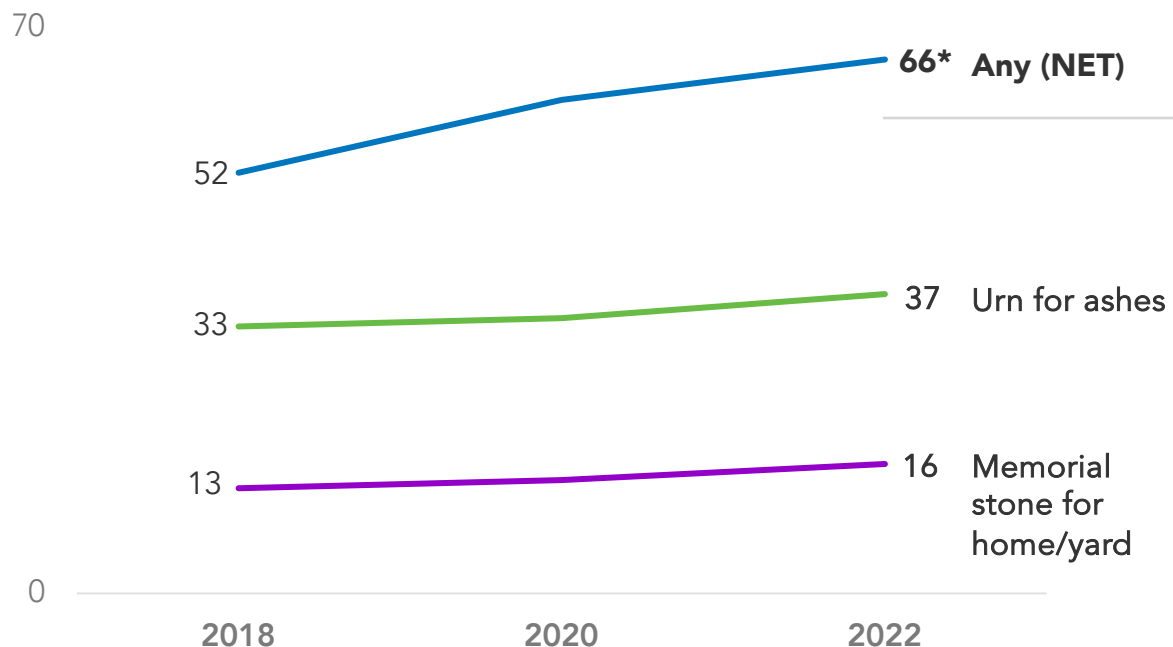


\* Significantly different vs. 2018 at a 95% level of confidence

Q443. Please indicate which of the following benefits you and your family enjoy from owning your pet(s). (Select all that apply)  
Base Dog/Cat 2018: 500/500, 2020: 3310/3022, 2022: 3512/3508.

## The purchase of any type of memorial item is significantly on the rise since 2018, with urns being the most preferred.

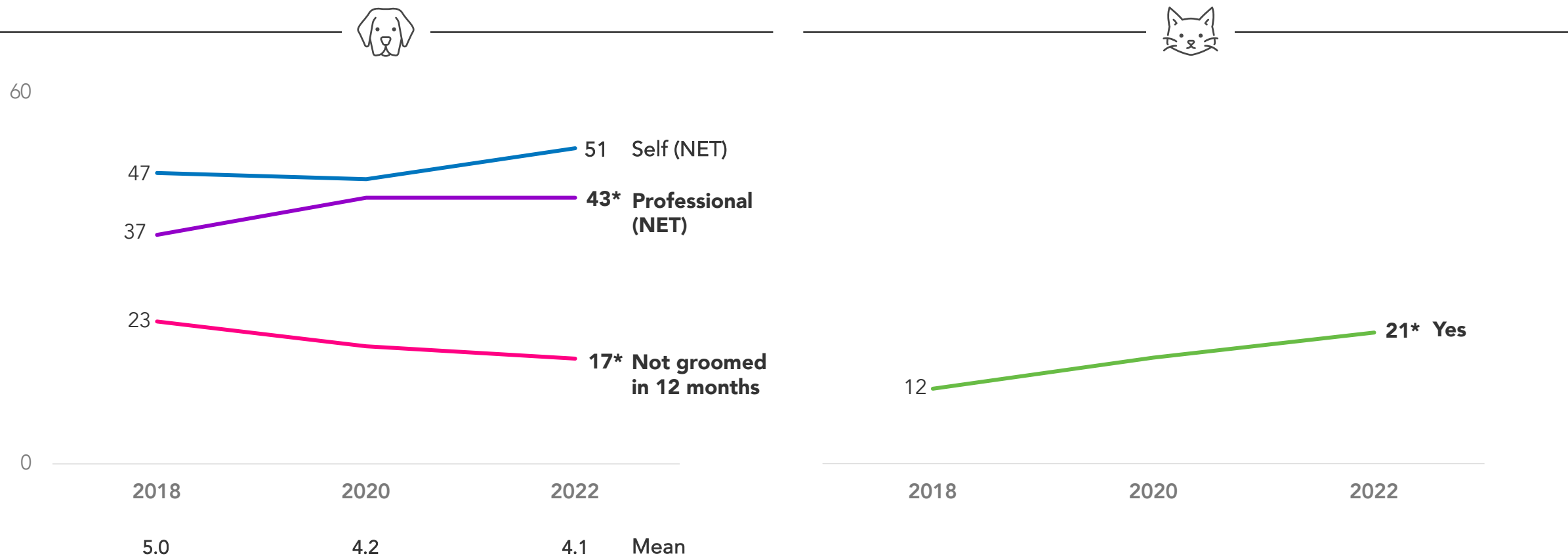
Would Plan to Purchase Memorial Item Upon Death of Pet (%) – over time



\* Significantly different vs. 2018 at a 95% level of confidence  
 Q341c/Q447c Upon the death of your pet(s), which of the following do you think you will buy?  
 Base Dog/Cat 2018: 500/500, 2020: 3310/3022, 2022: 3512/3508.

## Grooming for both dogs and cats is significantly higher than in 2018. Dog owners continue to self-groom since COVID moved this behavior to the house, but the use of professional groomers is also significantly higher.

Grooming Methods Used for Dogs and Cats in the Past 12 Months (%) – over time/Average Number of times Groomed - Dogs

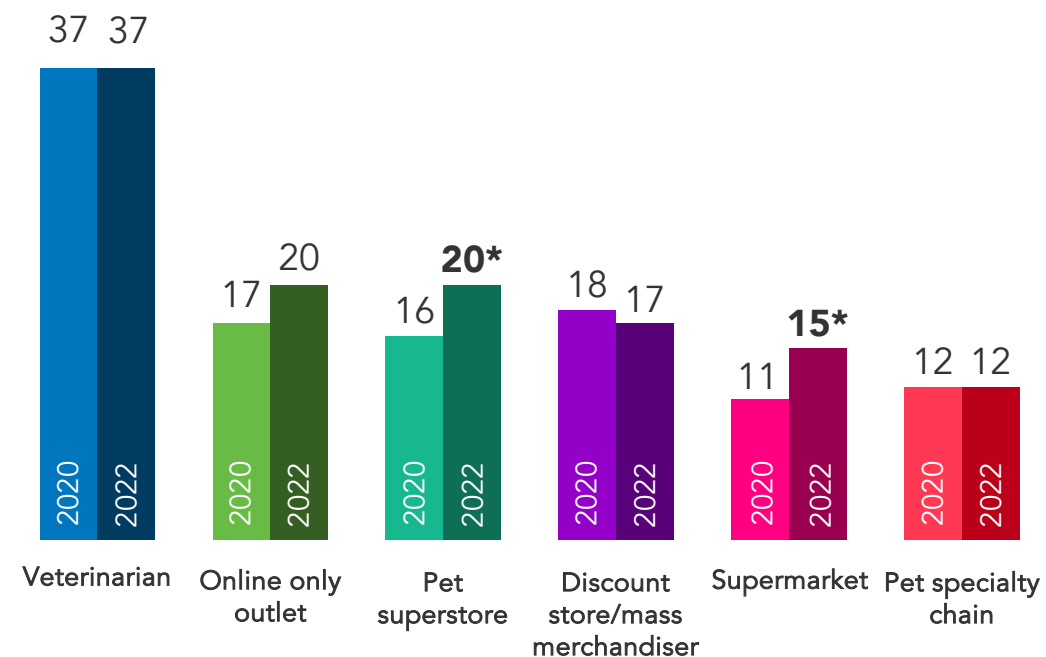
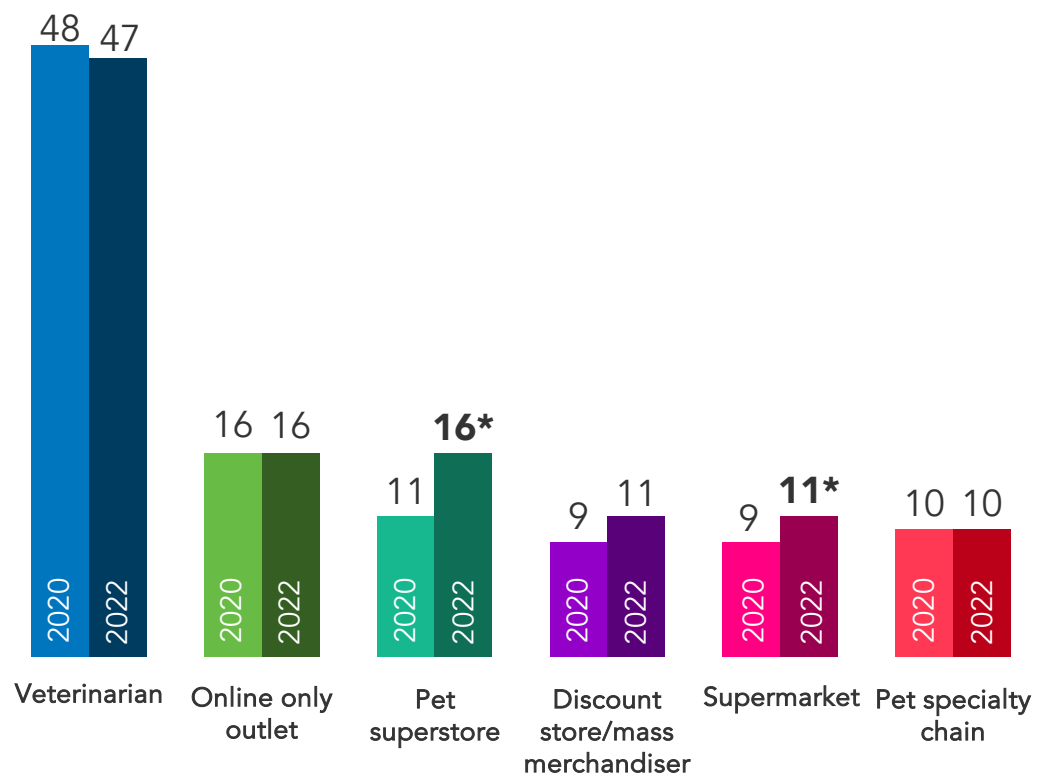


\* Significantly different vs. 2018 at a 95% level of confidence  
 Base Dog/Cat 2018: 500/500, 2020: 3310/3022, 2022: 3512/3508.  
 Q414 Have you had your cat(s) groomed professionally within the past 12 months?

Q331d. Which of the following grooming methods have you used for your dog(s) in the past 12 months? (Select all that apply)  
 Q331e. Please indicate the number of times you have had your dog(s) professionally groomed at either a full-service salon, retailer or by a mobile service in the past 12 months.

# Pet owners almost exclusively rely on veterinarians for their flea and tick purchases.

Where Purchased Flea and Tick Products in the Past 12 Months (%) – 2020 vs 2022

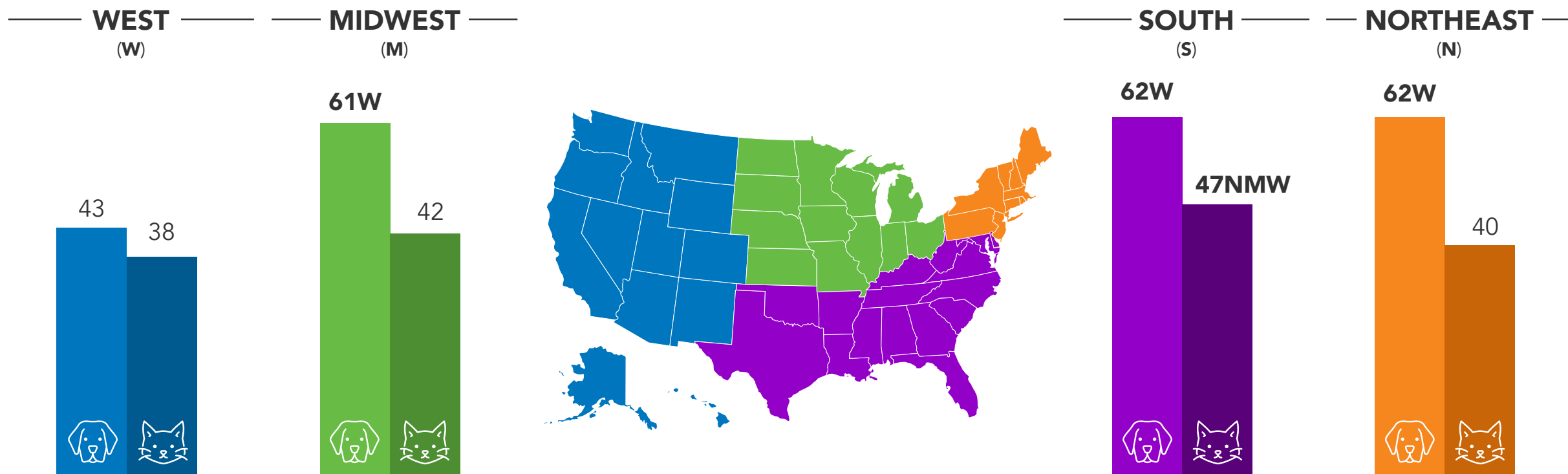


\* Significantly different vs. 2020 at a 95% level of confidence. No 2018 data.  
 Q325a1/Q422a1. Where did you purchase flea and tick products in the past 12 months? (Select all that apply)  
 Base 2020: 1858, 2022: 2034.



## About 2/3 of dog owners purchase flea and tick meds – everywhere but the western region. Purchases for cats are highest in the south region.

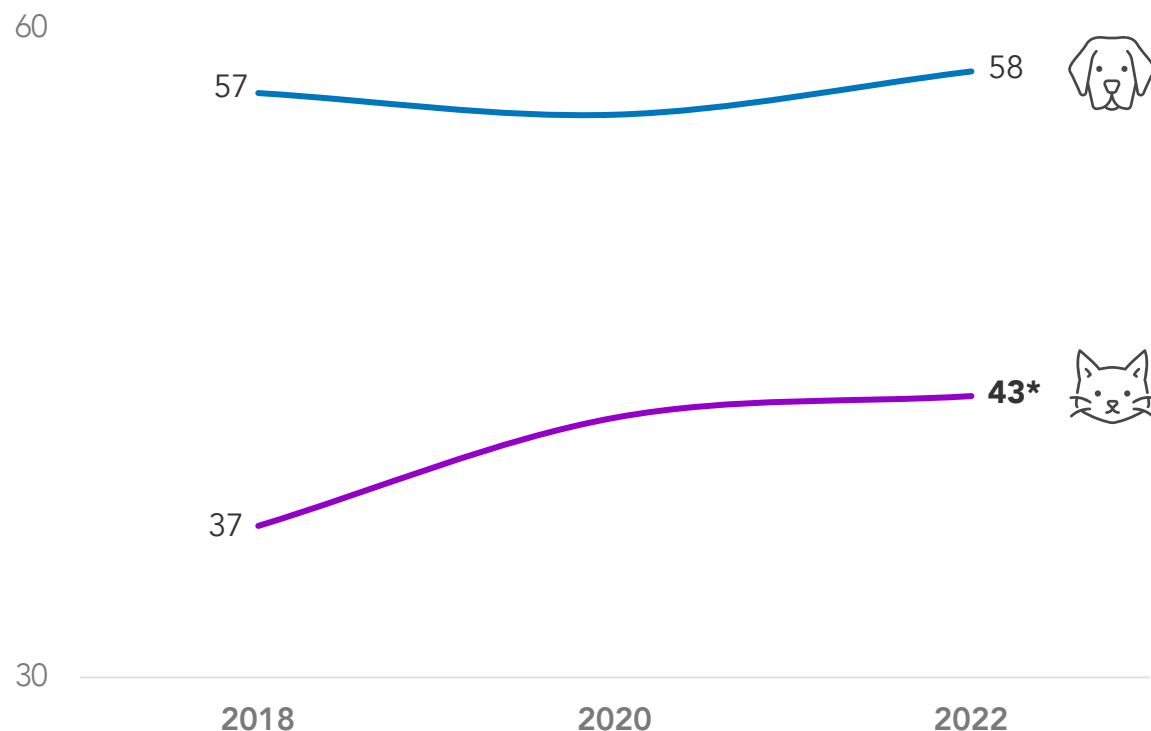
Purchased Flea and Tick Medication in the Past 12 Months (%) - 2022



Letters indicate statistical significance at a 95% level of confidence  
 Q324/Q421 Have you purchased any medicated flea/tick products, including those obtained from a veterinarian, for your dog/cat(s) in the past 12 months?  
 Base Northeast: 541, Midwest: 709, South: 1535, West: 727.

## Flea and tick medication purchases are flat among dog owners while levels have increased significantly among cat owners since 2018.

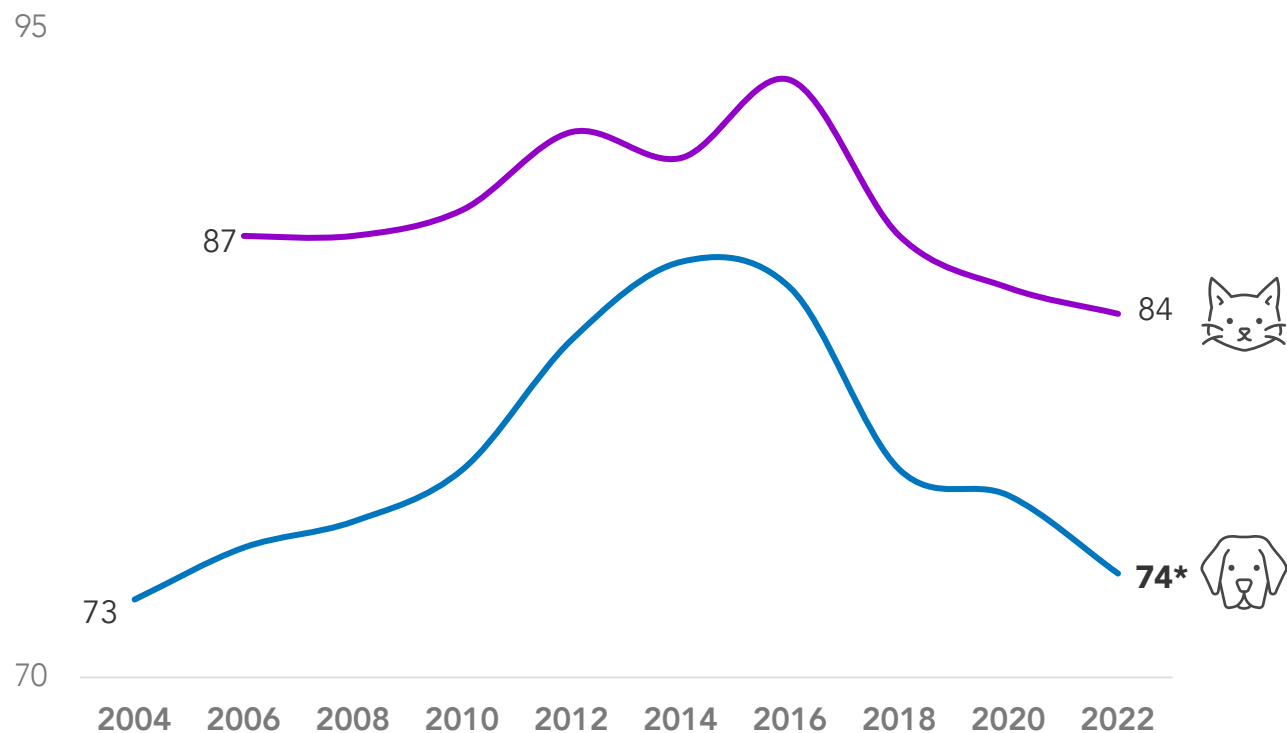
Purchased Flea and Tick Medication in the Past 12 Months (%) – over time



\* Significantly different vs. 2018 at a 95% level of confidence  
Q324/Q421. Have you purchased any medicated flea/tick products, including those obtained from a veterinarian, for your dog/cat(s) in the past 12 months?  
Base Dog/Cat 2018: 500/500, 2020: 3310/3022, 2022: 3512/3508.

## Spaying/neutering dogs and cats peaked post recession but is back down to 2004 levels.

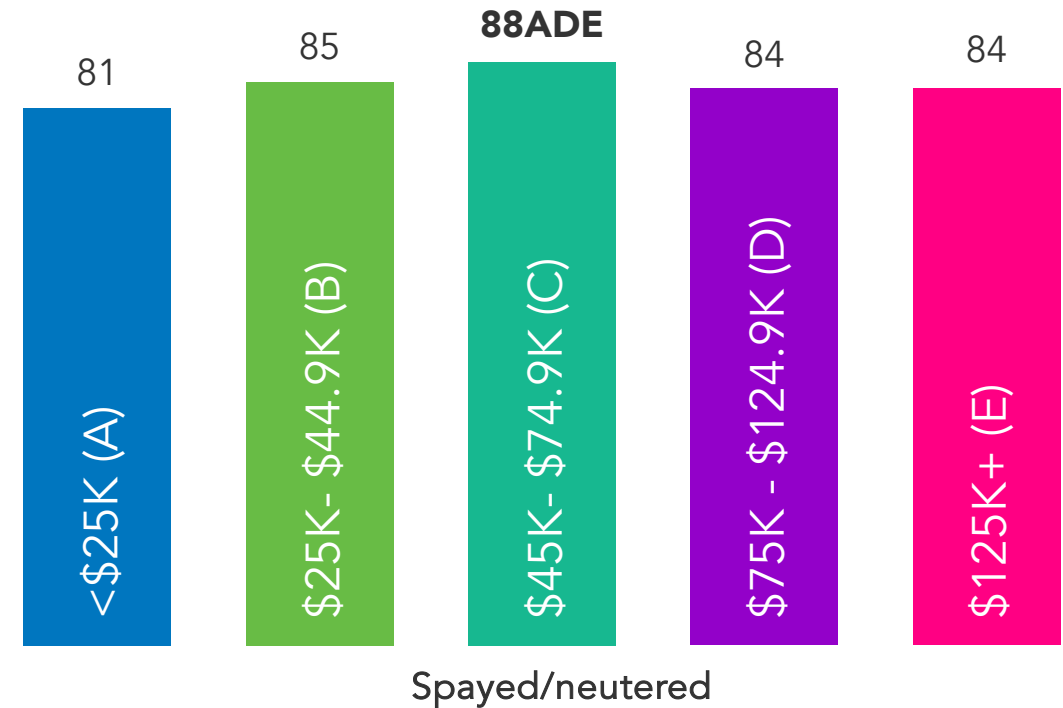
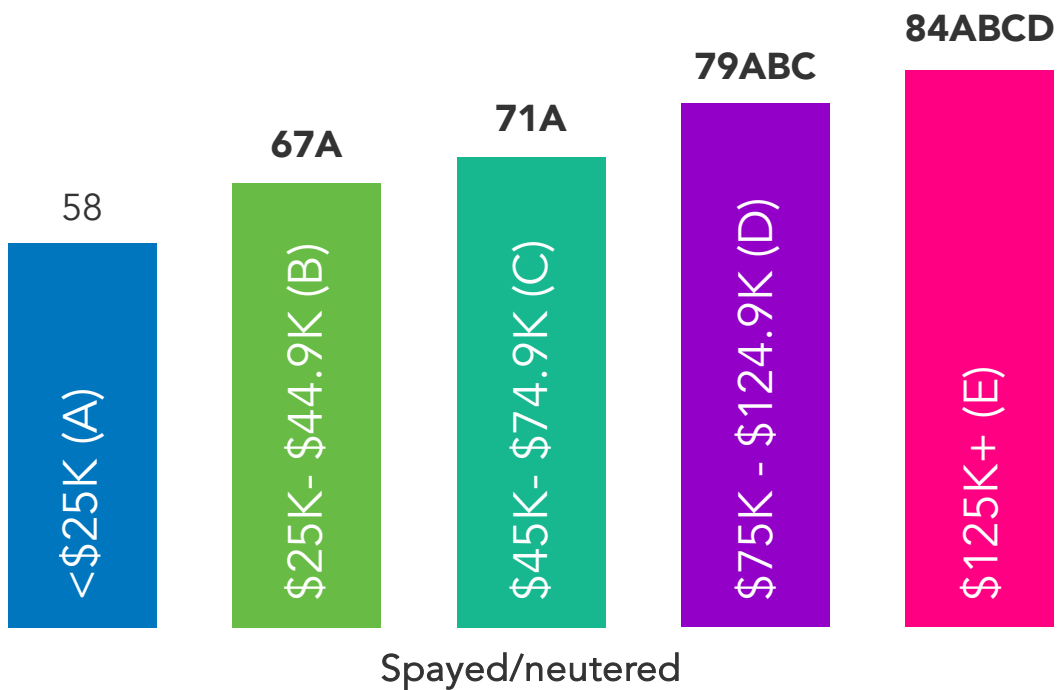
Pets that are Spayed/Neutered



\* Significantly different vs. 2018 at a 95% level of confidence  
 Q312/Q410 Is your dog/cat(s) spayed or neutered?  
 Base Dog/Cat 2018: 500/500, 2020: 3310/3022, 2022: 3512/3508.

**Spayed/neutered pets are more common in higher-income households. There is an outreach opportunity here for lower-income communities.**

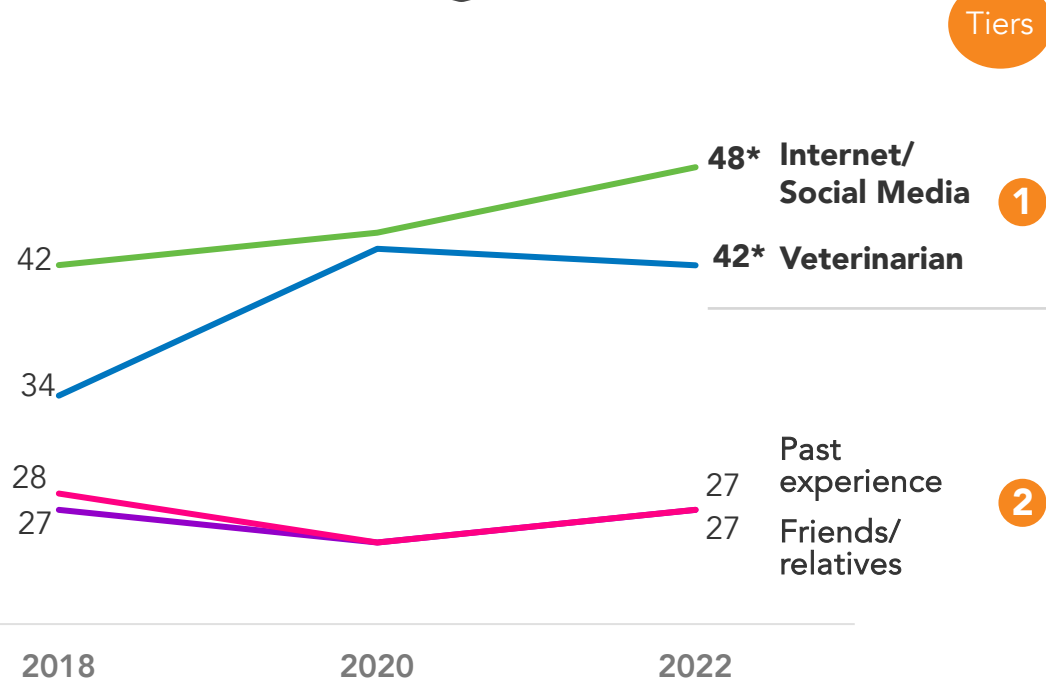
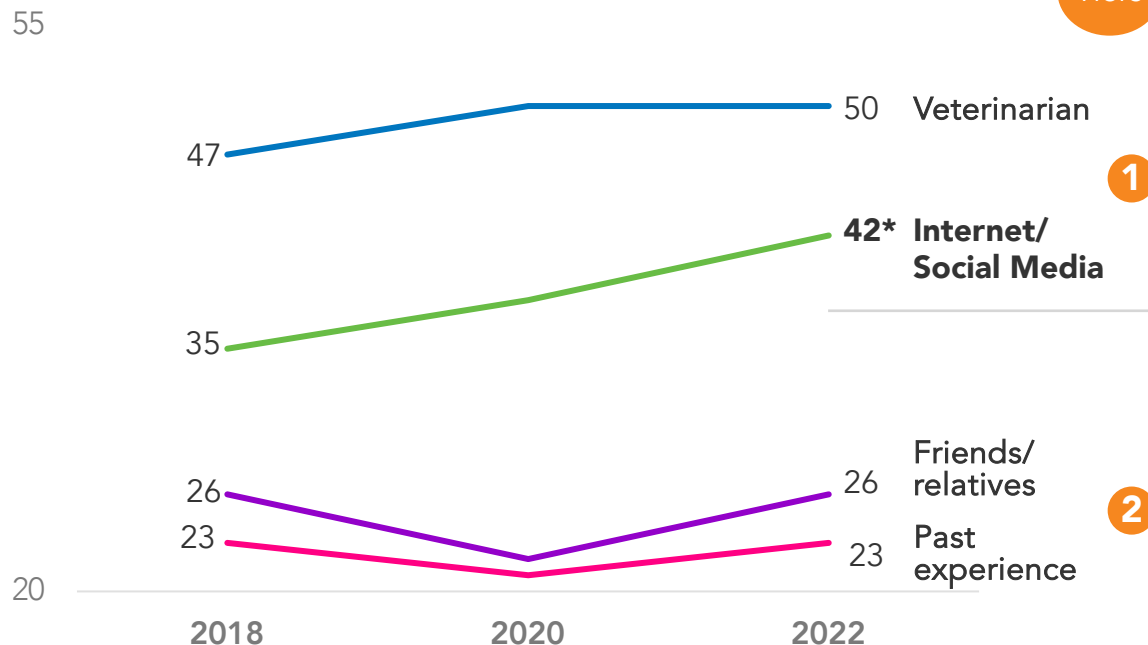
Dogs/Cat that are Spayed/Neutered by Household Income (%) - 2022



Letters indicate statistical significance at a 95% level of confidence within corresponding species group Q312/Q410. Is your dog/cat(s) spayed or neutered?  
 Base <25K: 440, \$25K- \$44.9K: 559, \$45K- \$74.9K: 776, \$75K - \$124.9K: 781, \$125K+: 956.

# Pet owners look to veterinarians and the internet and social media sources for information about their pets.

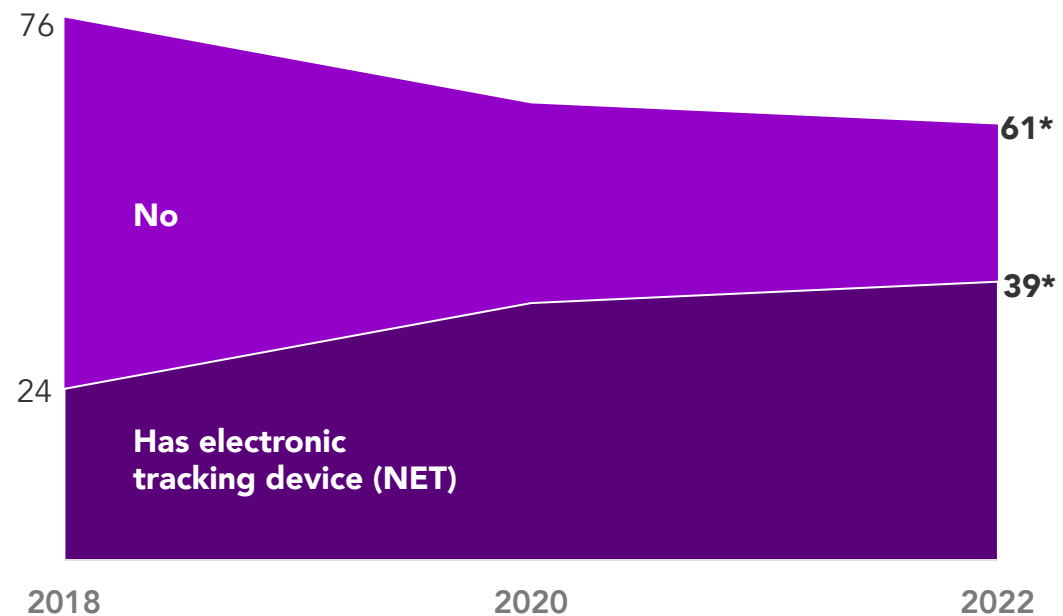
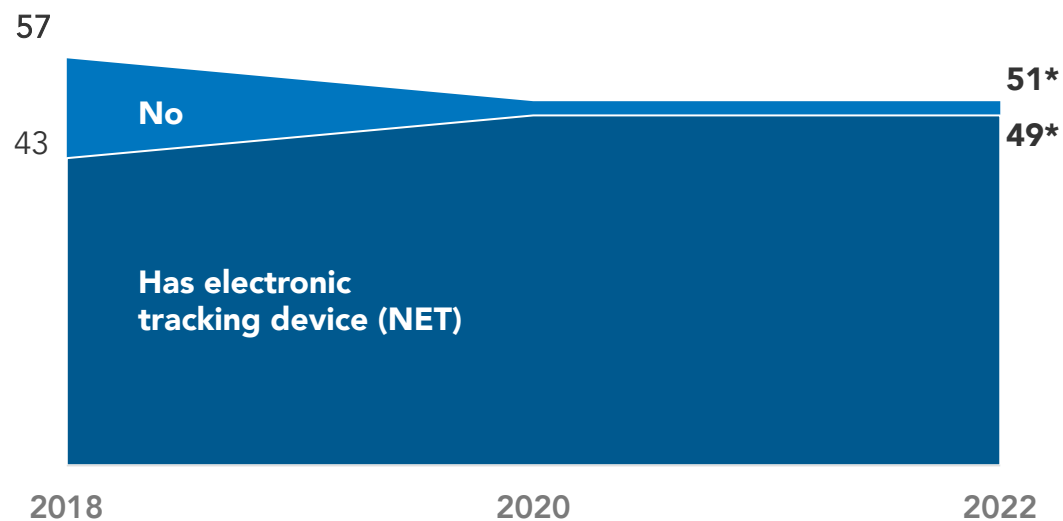
Where Information Is Usually Obtained About Pets (%) –over time



\* Significantly different vs. 2020 at a 95% level of confidence  
 Q332/436 Please indicate where you usually get information about your pet(s).  
 Base Dog/Cat 2018: 500/500, 2020: 3310/3022, 2022: 3512/3508.

# Electronic tracking devices have increased significantly since 2018 among both dog and cat owners.

Electronic Tracking Devices (%) – over time



Letters indicate statistical significance at a 95% level of confidence  
 Q321c/420d. Does your dog/cat(s) have an electronic tracking device (e.g., GPS pet tracking in collar(s) or implanted in dog's/cat's skin)?  
 Base Dog/Cat 2018: 500/500, 2020: 3310/3022, 2022: 3512/3508.

## Wrapping it up

**1**

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Pet industry expenditures have been incredibly strong since 2009, despite wide-scale economic challenges in the United States, such as a major recession, the post-recession recovery period, COVID closures, and post-COVID inflation. We forecast the industry's expenditures to near \$300 billion by 2030.

**2**

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Pet care is the top dog – now and before COVID – in the fast-moving consumer goods category, even above grocery.

**3**

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The overwhelming majority of all pet owners state the economy has not affected their pet ownership.

**4**

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Although Millennials remain the largest pet owning generation, Gen Z are entering the category in a very strong way.

**5**

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Multi-pet households are starting to become the new normal, especially with younger pet owners.

**6**

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Pet owner shopping behavior has moved online quickly due to COVID, especially with Gen Z and Millennials, but browsing in store is still very strong with Gen X and Boomers.

**7**

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Gen Z and Millennials want to learn about pet products through the newer, visual forms of social media, like YouTube, Instagram, and TikTok.

**Thank you**

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