

PET OWNERS SURVEY

SPRING / SUMMER 2024



TREND ANALYSIS

Analyze current pet buying trends to identify shifts in consumer preferences and brand popularity.

PURCHASE HABITS

Examine pet owners' purchasing habits to understand the decision-making process between standard and premium products.

SOCIAL PROOF IMPACT

Evaluate the influence of authentic customer reviews and social media channels on consumer purchasing decisions.

SURVEY OBJECTIVES

KEY FINDINGS



POWER OF SOCIAL PROOF

92% of consumers say product reviews have an impact on their decisions.



PET OWNERS ARE LOYAL TO BRANDS, BUT...

Most are loyal to their preferred brand, but they could be persuaded to switch.



REPUTATION MATTERS

A brand's reputation significantly influences purchasing decisions.



CONSUMERS ARE GOING GREEN

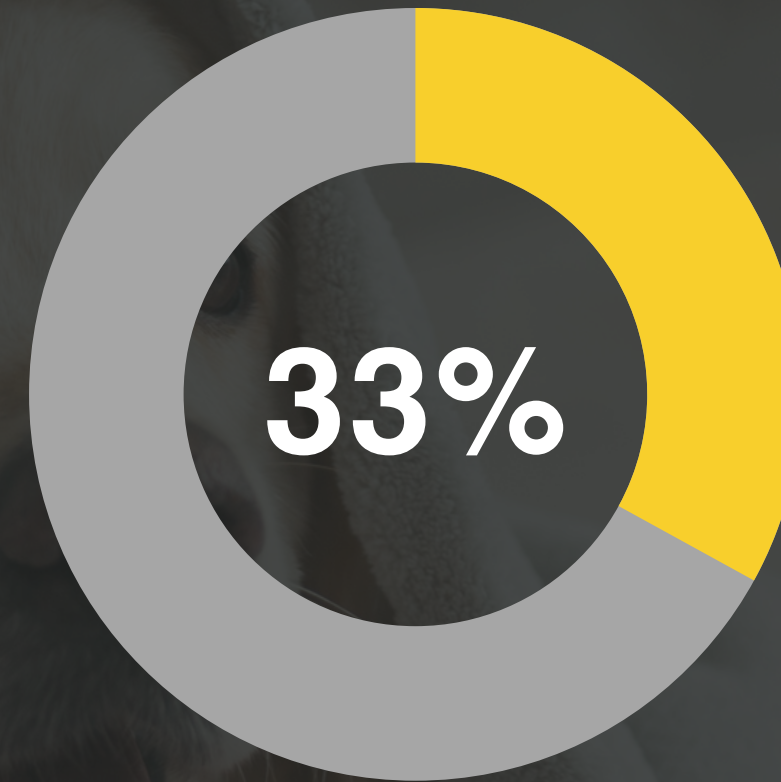
Pet owners are increasingly willing to pay a premium for sustainable pet products.

PET OWNERSHIP STATISTICS

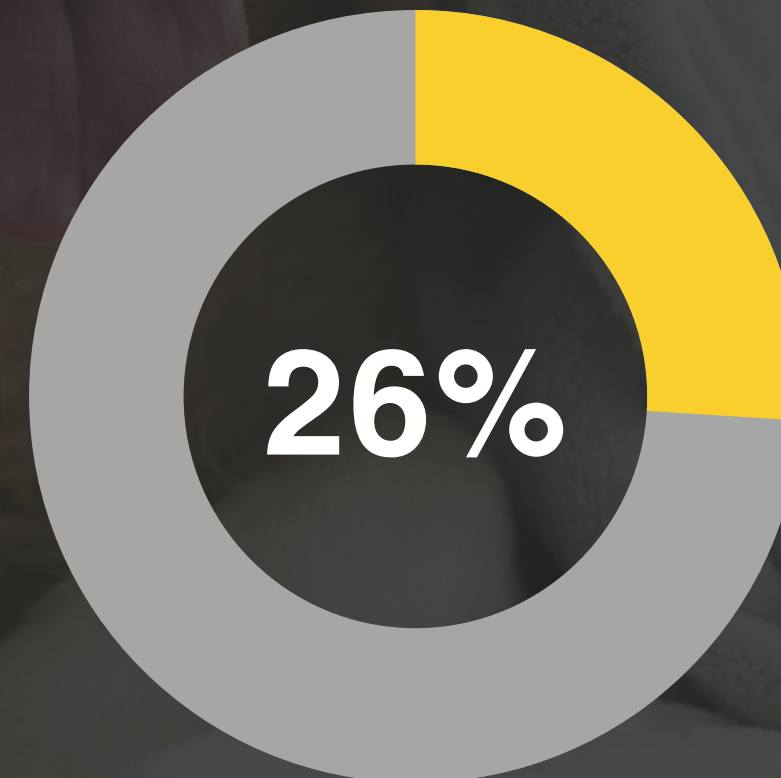
HOW MANY PETS DO YOU HAVE?

Among the survey respondents, **33% reported having one pet, 25% had two pets and 15% owned three pets.**

Over a quarter (26%) of participants have more than three pets.



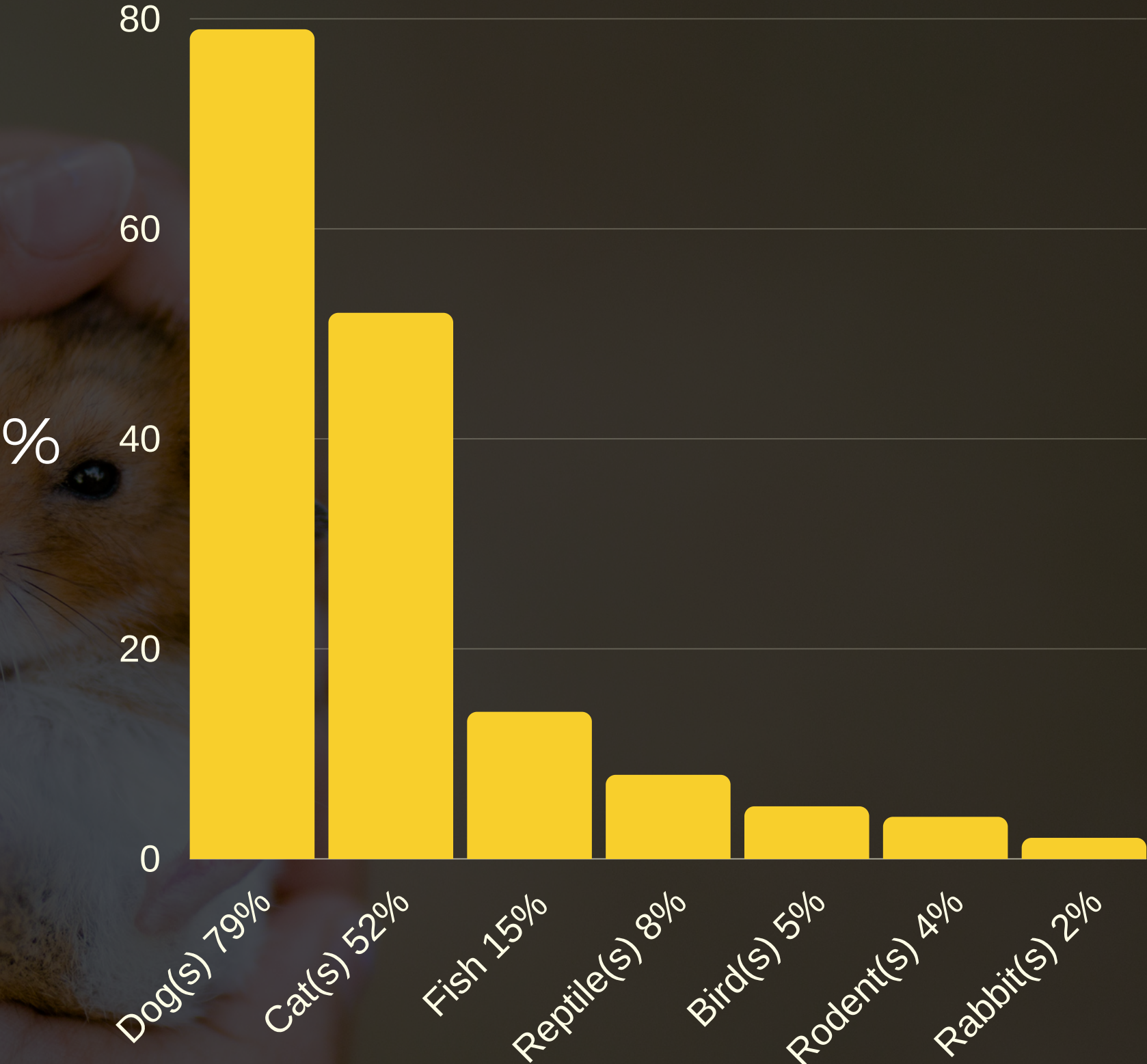
**have just
one pet**



**have more
than three**

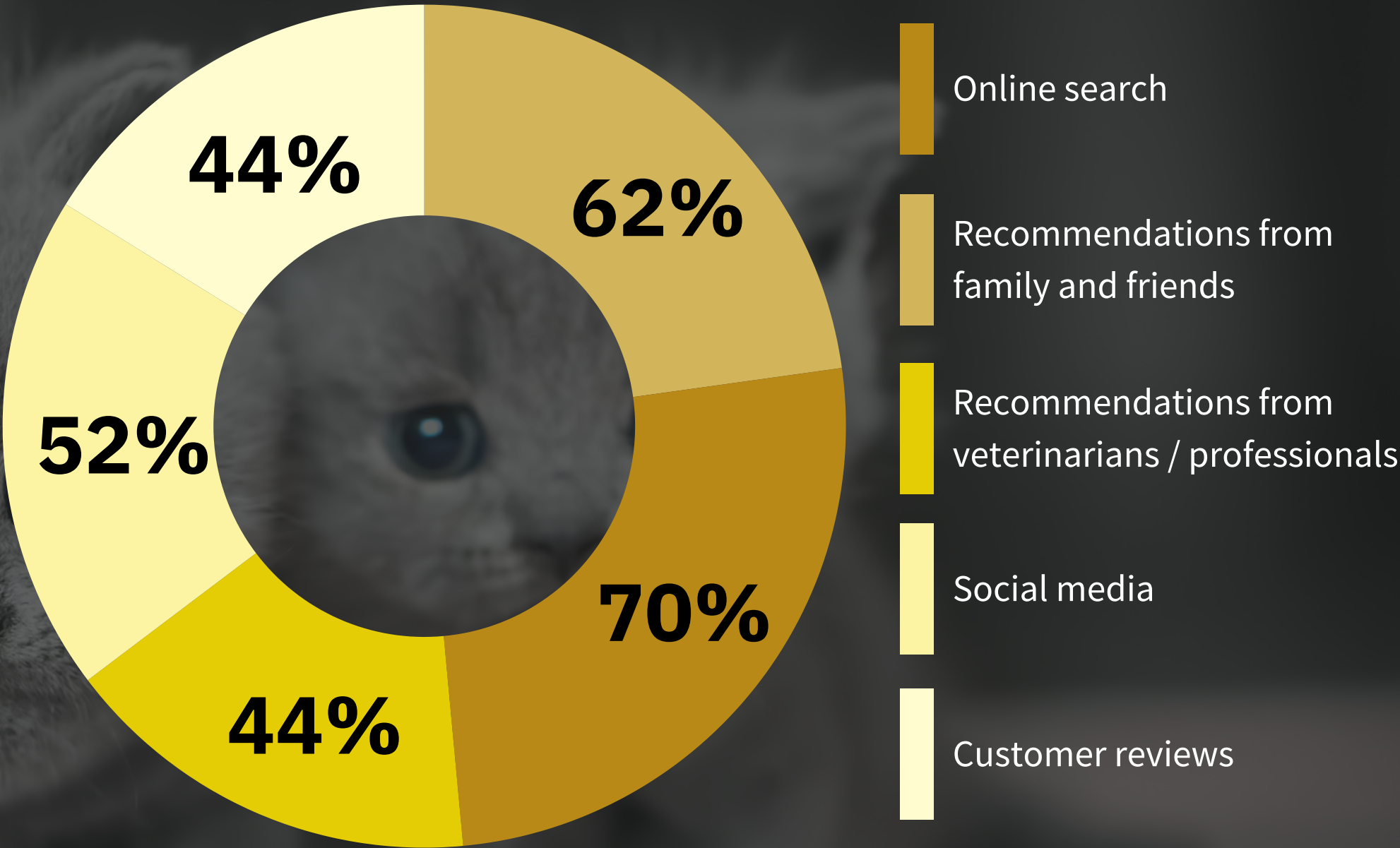
PET PREFERENCE BREAKDOWN

WHAT PETS DO YOU OWN?



PRODUCT DISCOVERY

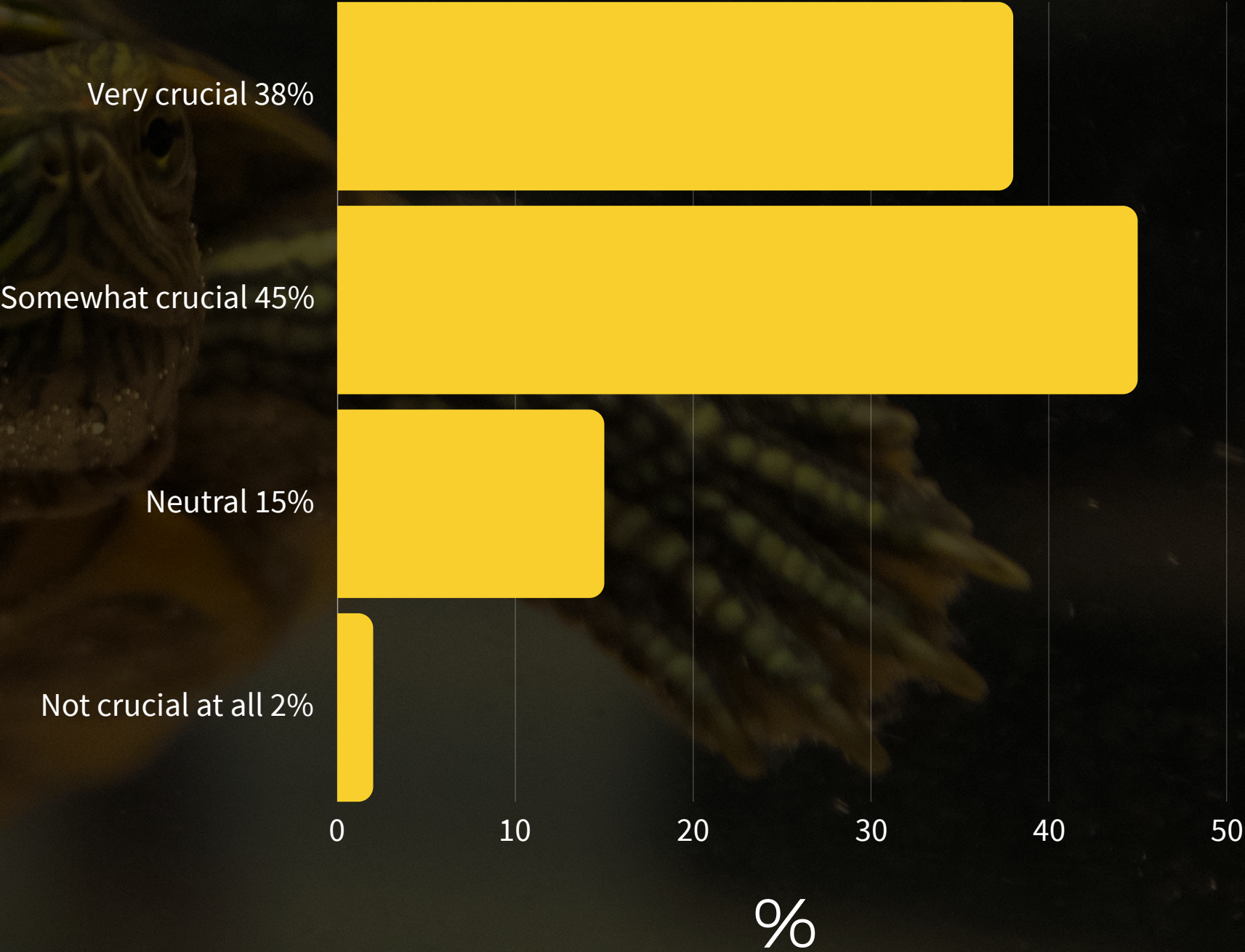
HOW DO YOU TYPICALLY
DISCOVER NEW PET
PRODUCTS?



BUYING TRENDS

We asked pet owners how important a brand's reputation mattered to them.

**The answer was clear.
Reputation matters.**

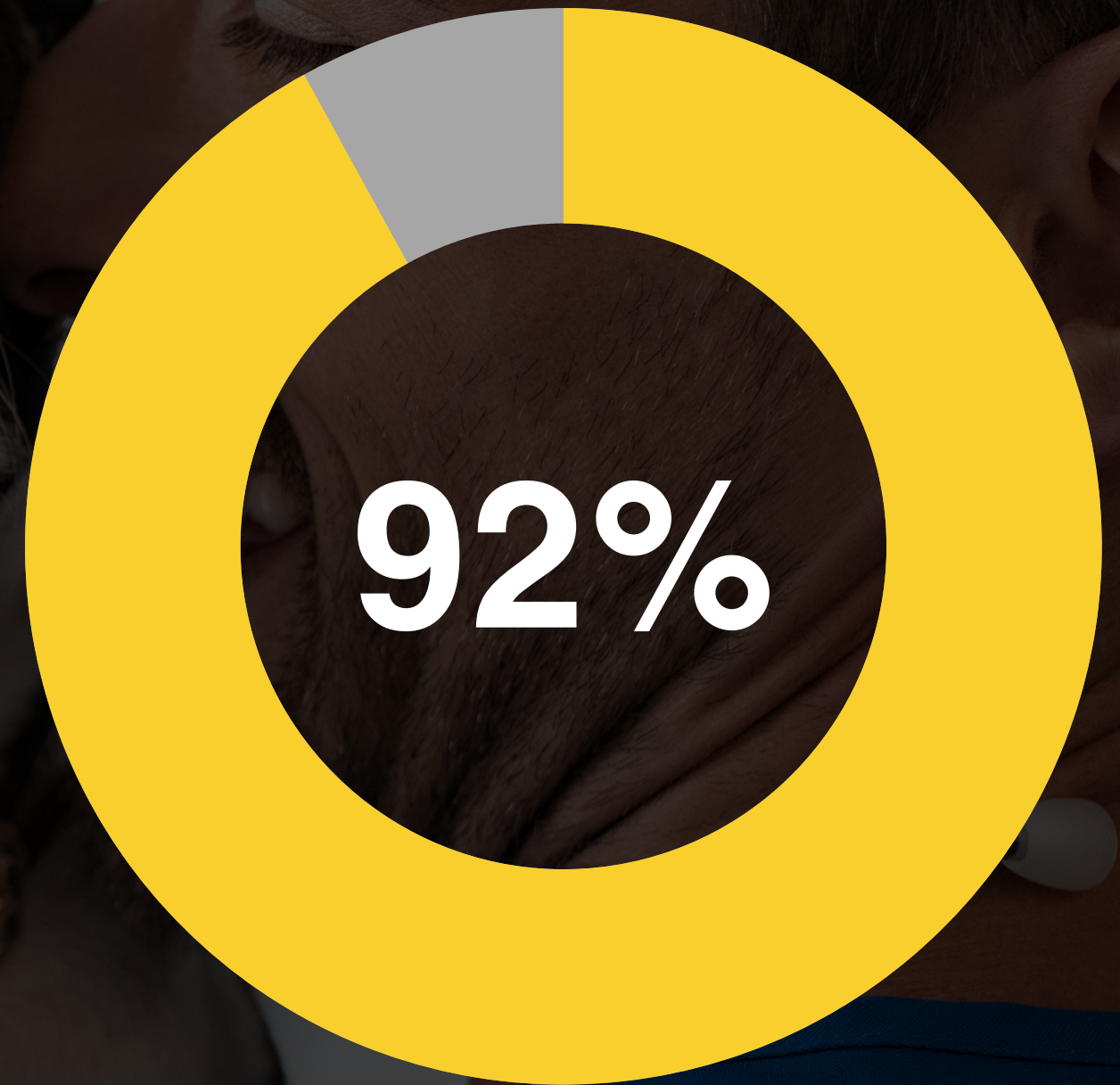


AUTHENTIC REVIEWS

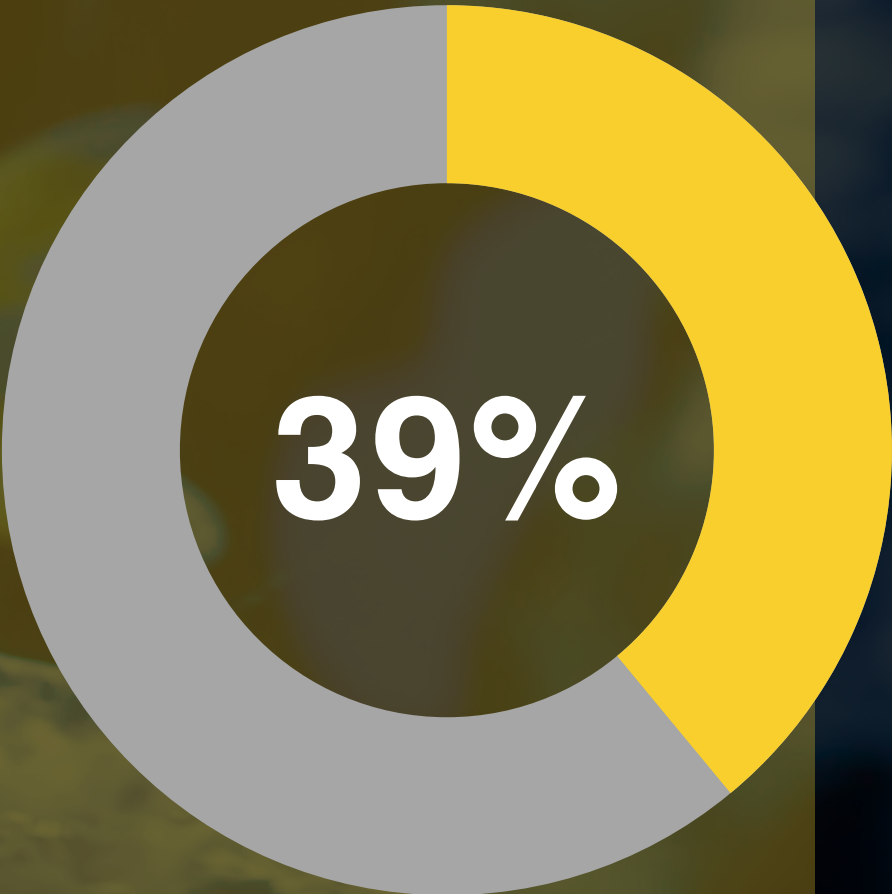


HOW MUCH DO AUTHENTIC REVIEWS AFFECT YOUR PURCHASING DECISIONS?

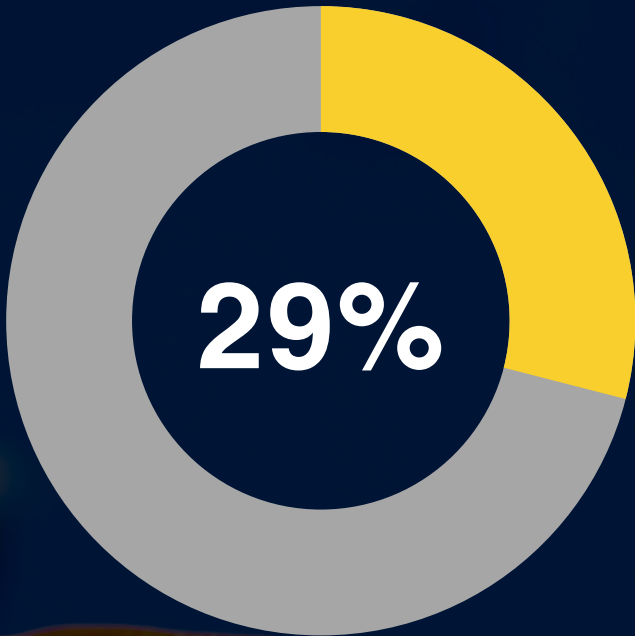
A staggering **92% of those surveyed** stated that reviews or ratings **influence their pet product purchasing decisions**, while **only 1%** reported that reviews have no impact.



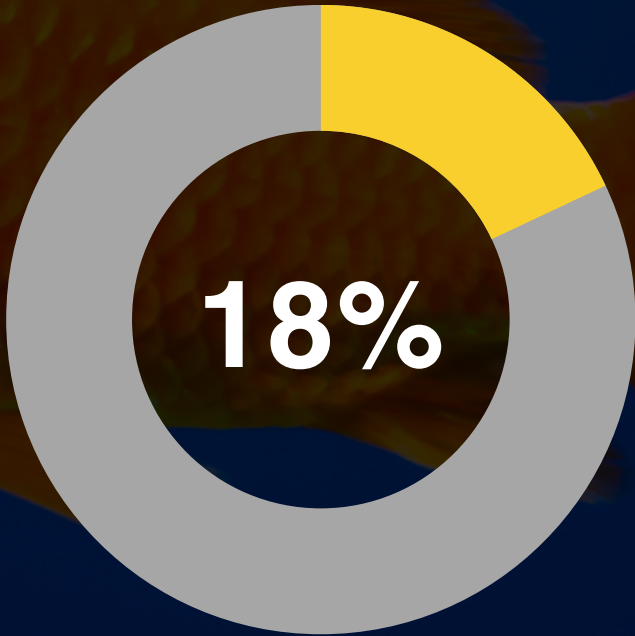
WHAT INFLUENCES YOUR
DECISION THE MOST WHEN
SEARCHING FOR PET FOOD,
TOYS AND ACCESSORIES?



Authentic peer
endorsements
and reviews



Ingredients and
materials



Price

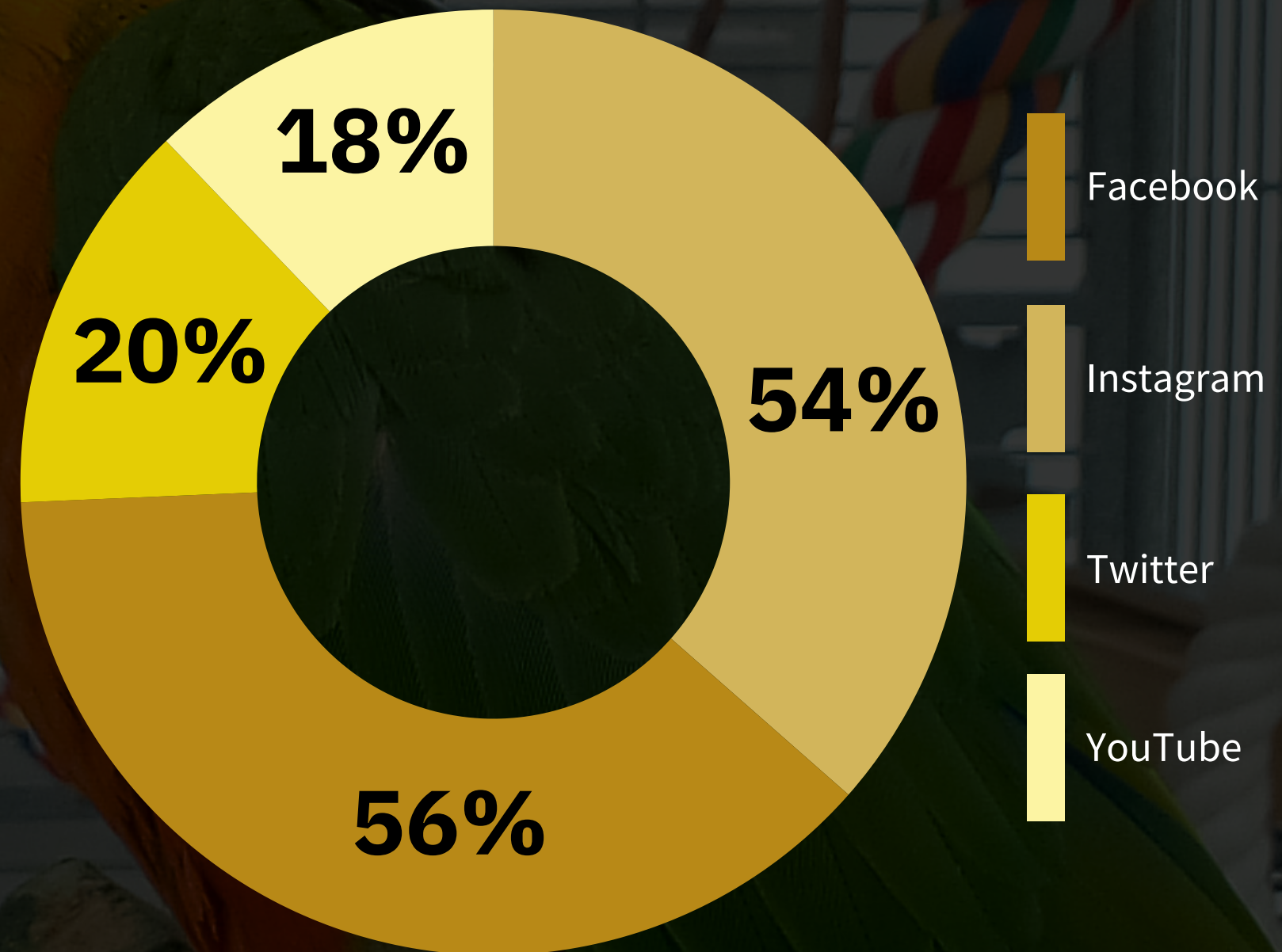
SOCIAL MEDIA

2 IN 3



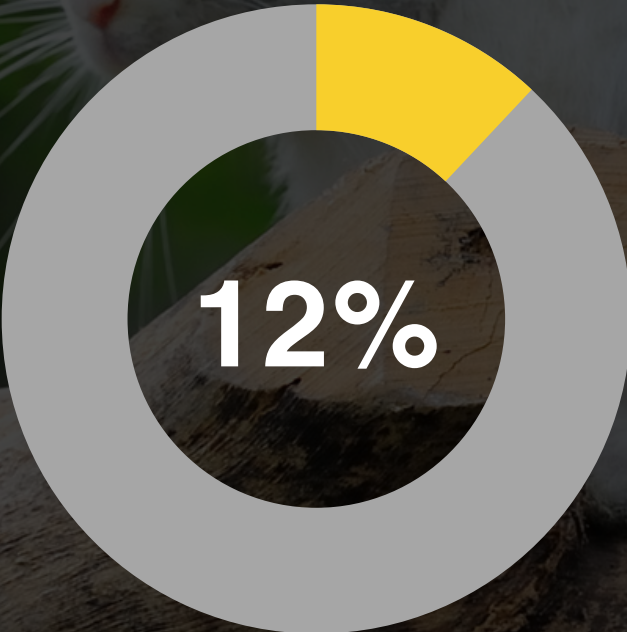
respondents (65%) said they follow pet brands on social media or engage with them online.

Here are their preferred platforms.

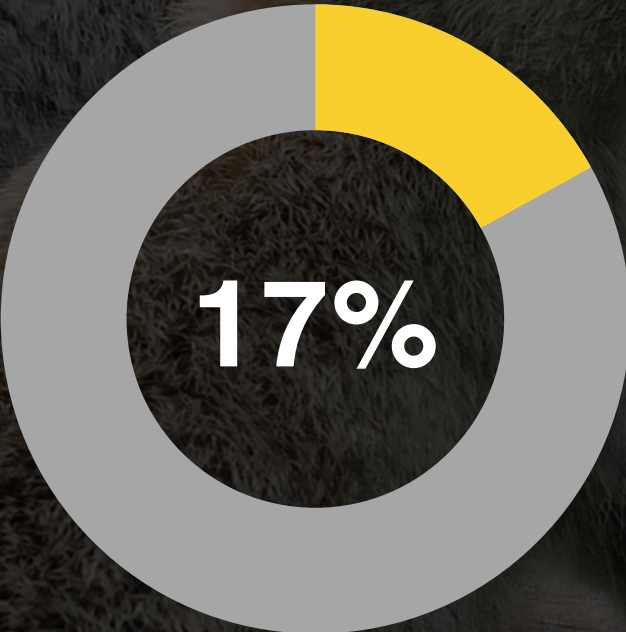


SHOPPING PREFERENCES

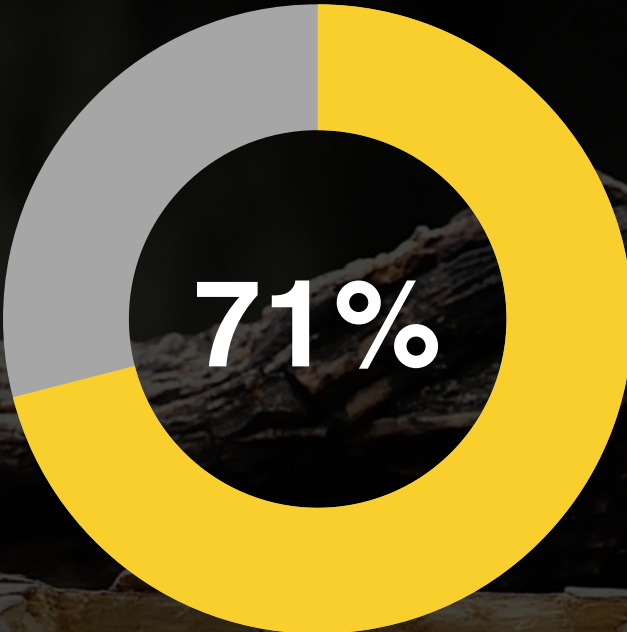
WHERE DO YOU PREFER
TO SHOP FOR PET PRODUCTS?



Only
Online



Only
In-Store

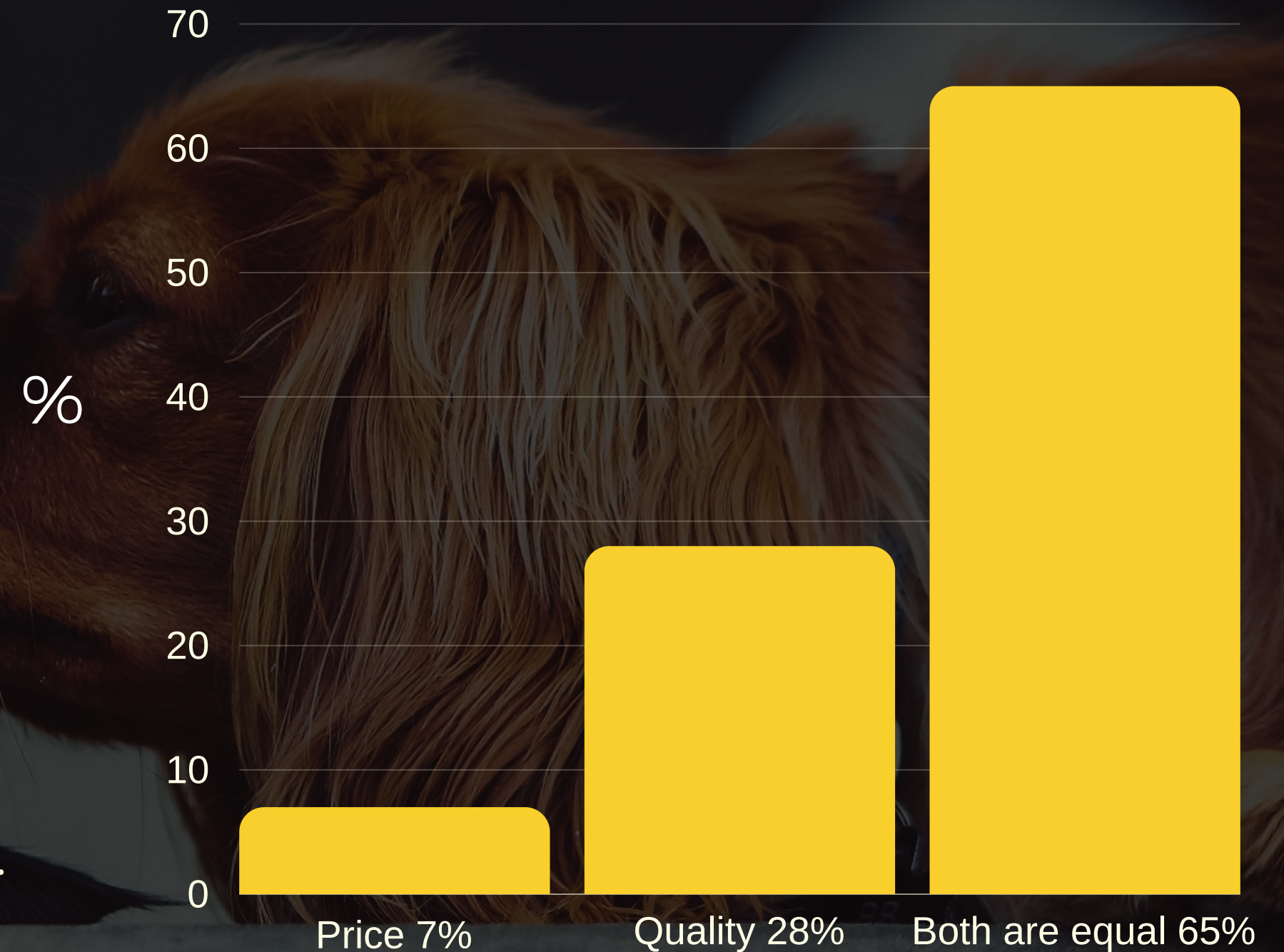


Combination
of both

PRICE OR QUALITY?

WHAT MATTERS TO YOU MORE?

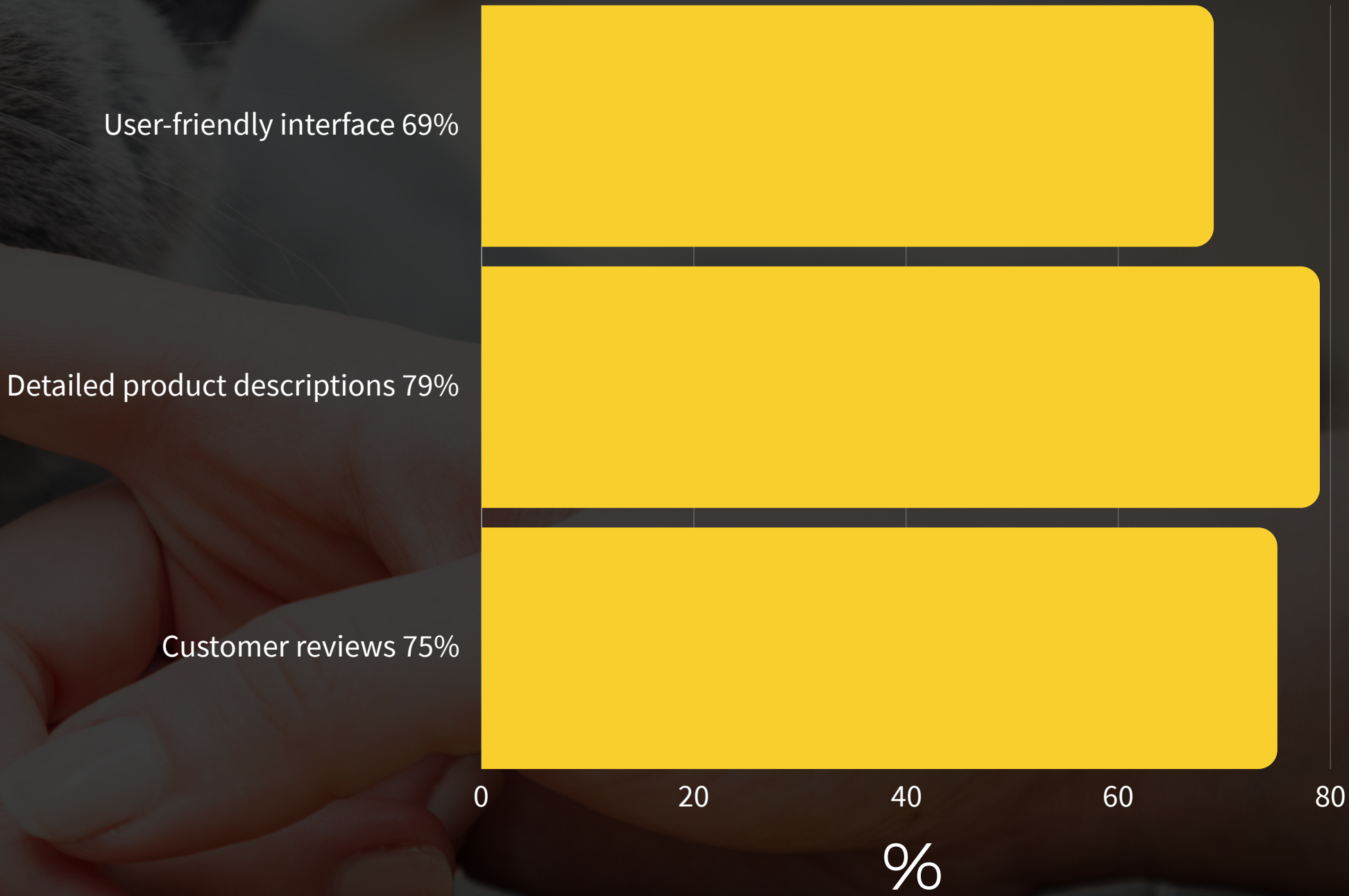
While **quality** clearly outweighs **price** in importance, consumers **ideally seek a balance of both attributes** in their purchases.



ONLINE PREFERENCES

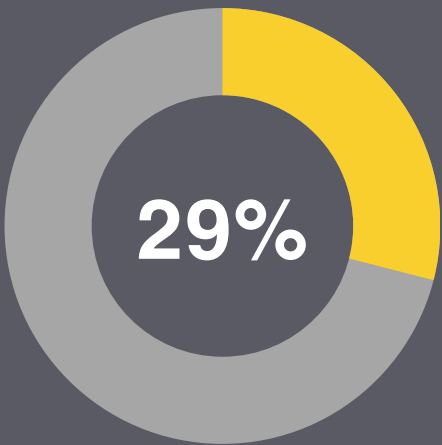
WHAT FEATURES ARE IMPORTANT TO YOU IN AN ONLINE PET STORE?

Results were clear. **Consumers prioritize three main features in online pet stores:** an intuitive user interface, detailed product descriptions and authentic reviews.

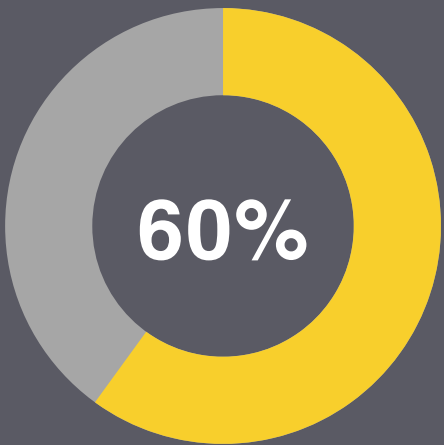


BRAND LOYALTY

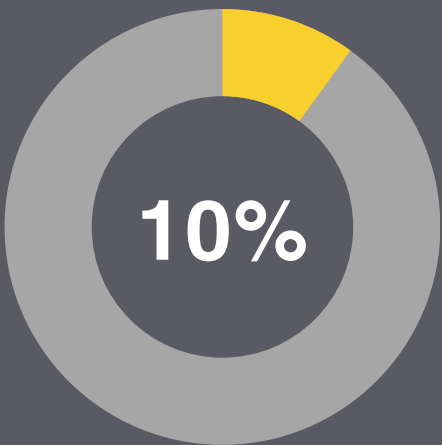
HOW LOYAL ARE YOU TO THE PET
BRANDS YOU BUY FROM?



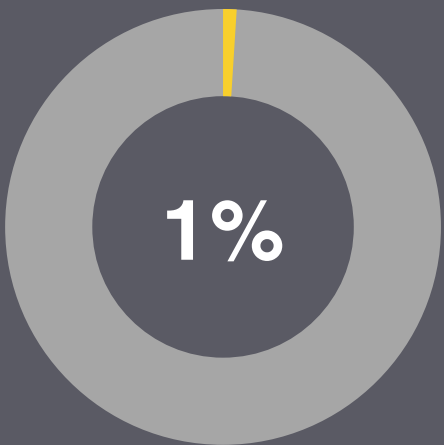
VERY LOYAL



SOMEWHAT LOYAL



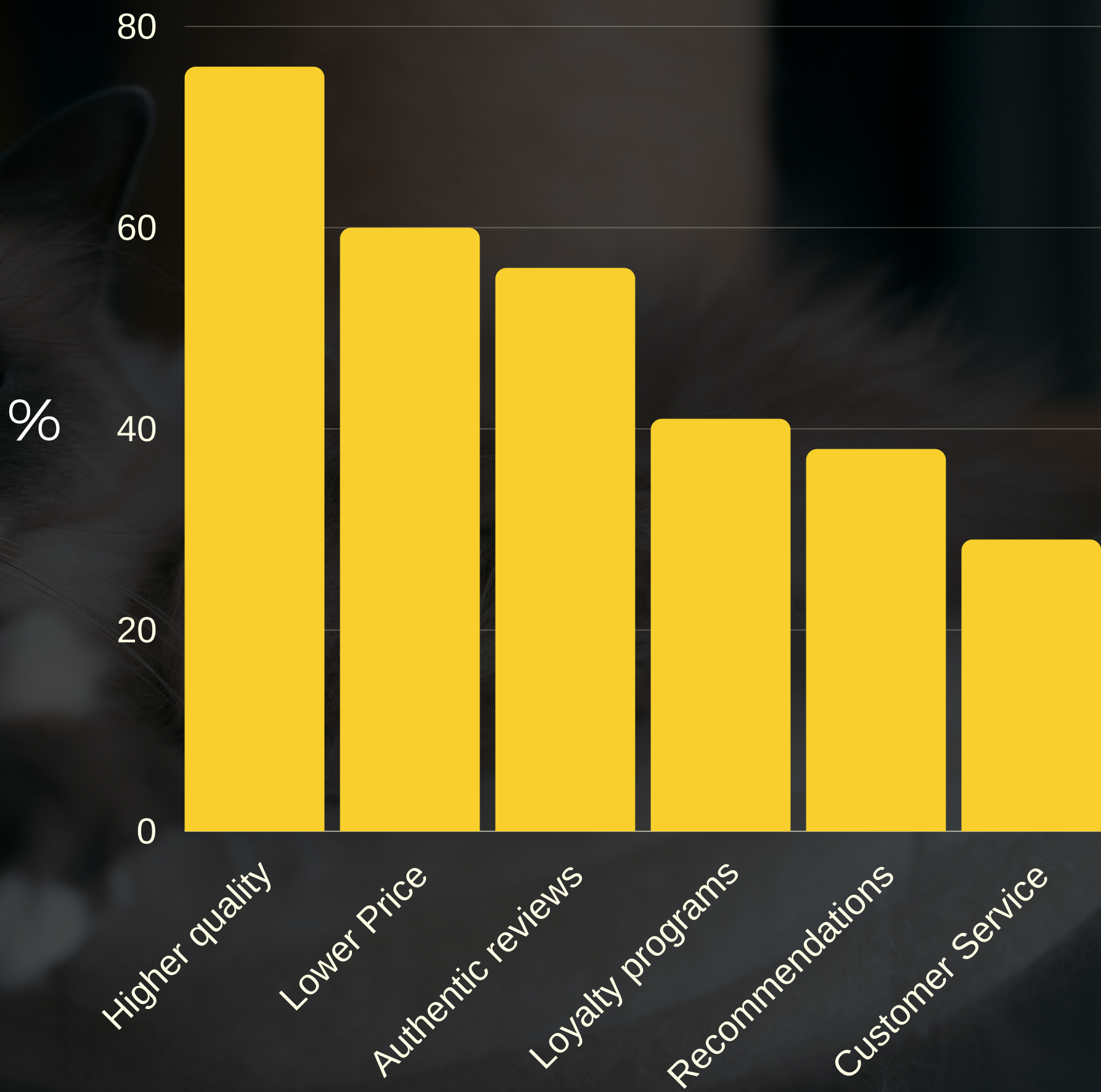
NOT VERY LOYAL



NOT LOYAL AT ALL

WHAT MIGHT MOTIVATE YOU TO SWITCH PET BRANDS?

Brand loyalty significantly influences consumer purchasing behavior among pet owners, but the right mix of quality, pricing and customer service can persuade customers to switch allegiances.

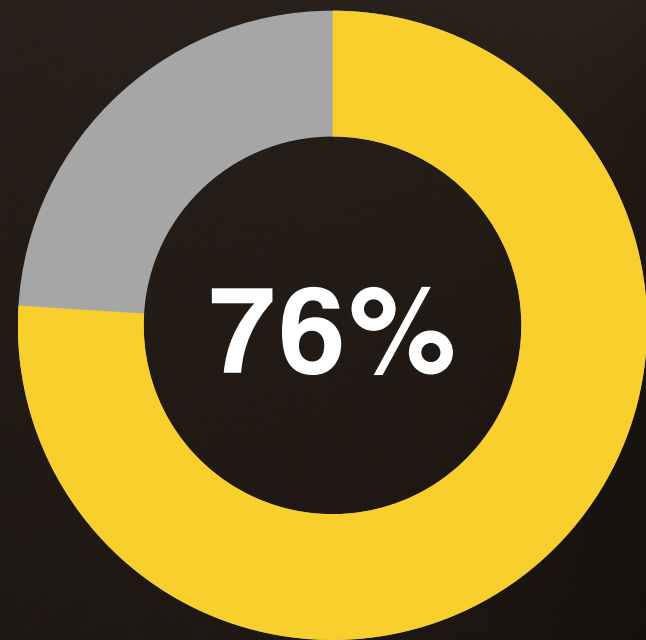


GOING GREEN

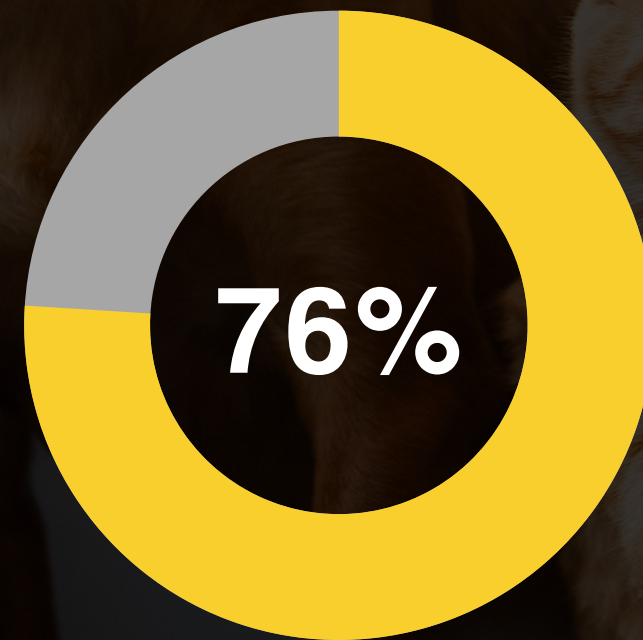
3 IN 4



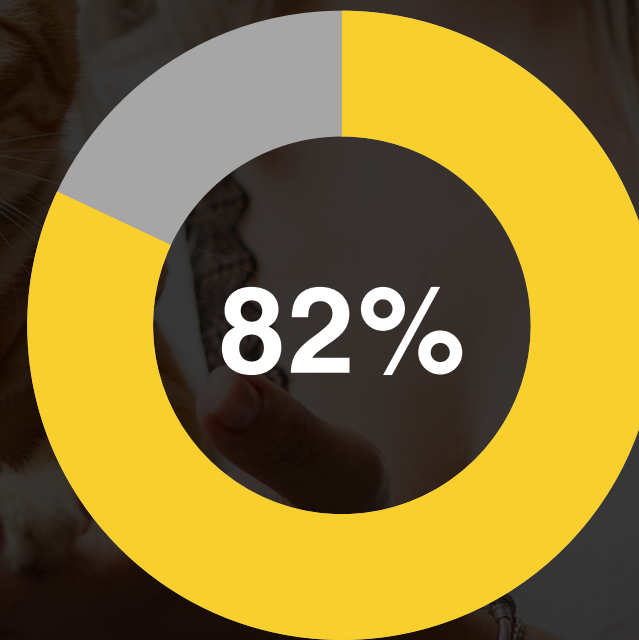
prefer sustainable pet products, and
would spend more for products that are
environmentally friendly.



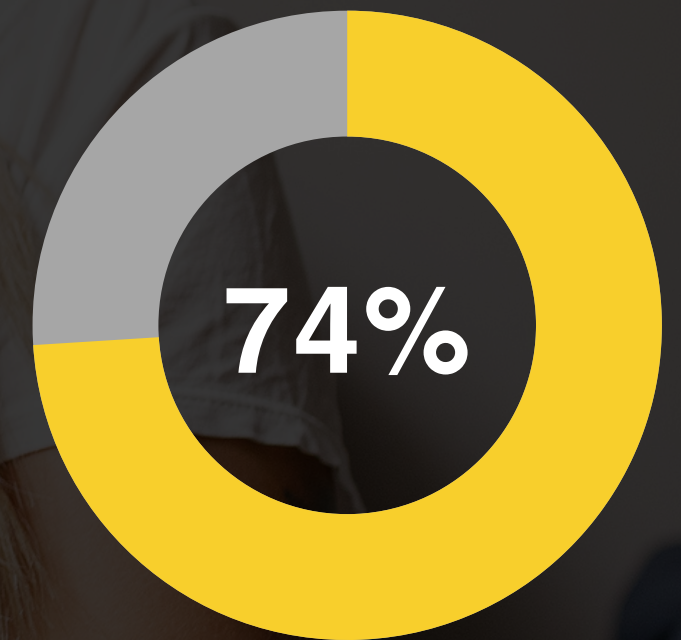
say eco-friendly
features influence
brands they
buy from



say biodegradability
and recycled
materials are
important



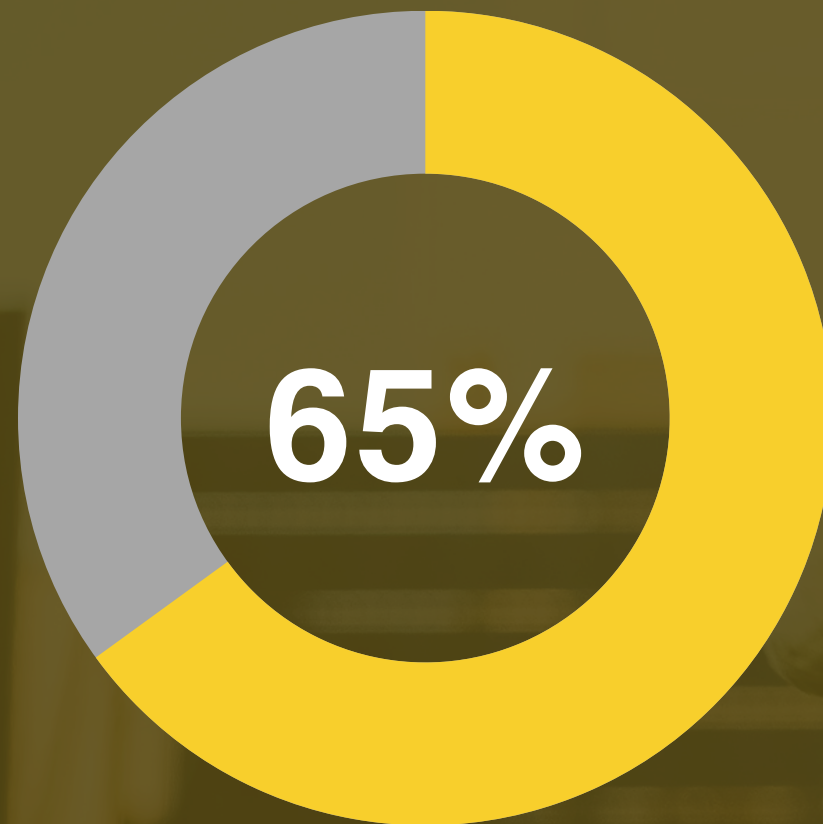
prioritize ethical
production and
certifications like
cruelty-free and organic



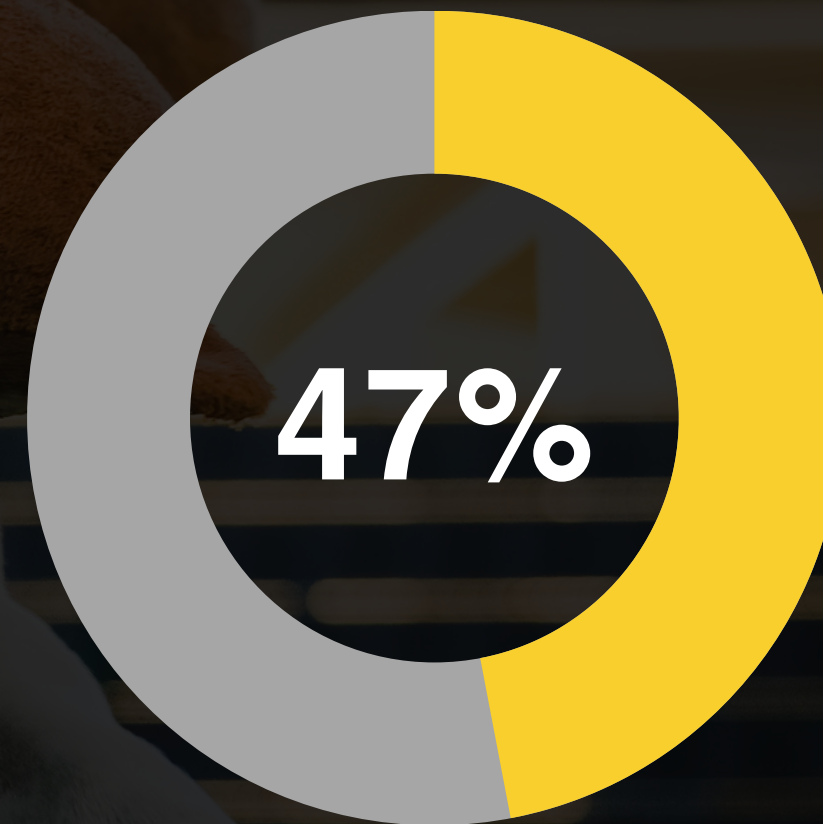
would pay more for
environmentally
friendly, ethically
produced products

BRAND CHOICES

**WHICH CATEGORY BEST DESCRIBES YOUR
PREFERRED BRAND FOR PET TOYS?**



**Interactive /
Innovative**
(e.g., KONG,
Chewy, Chuckit!)

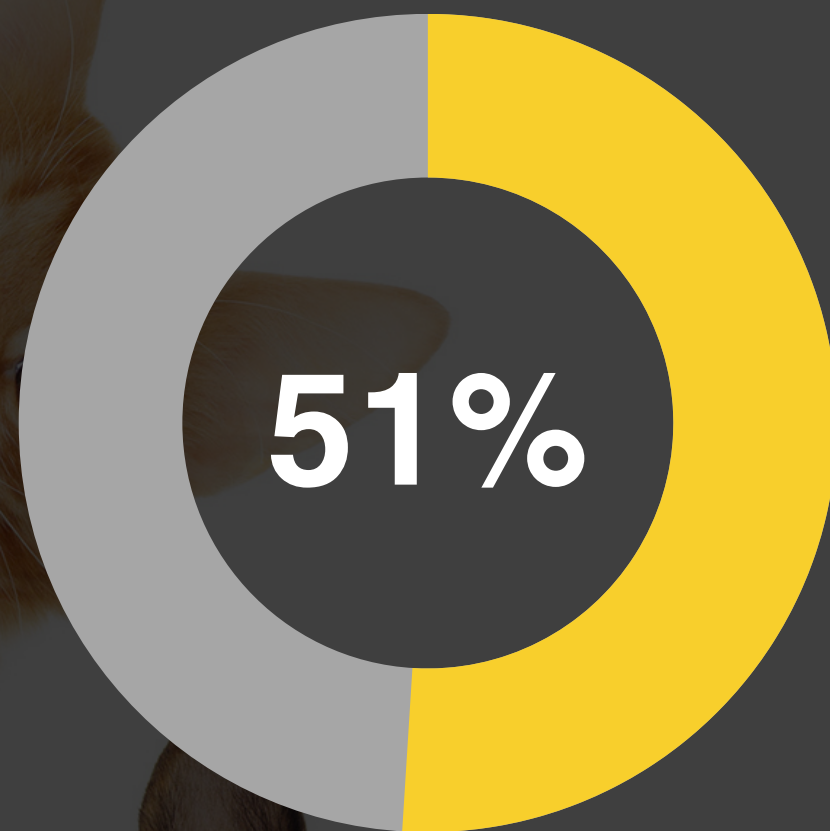


**Traditional /
Simple**
(e.g., JW Pet,
Coastal Pets)

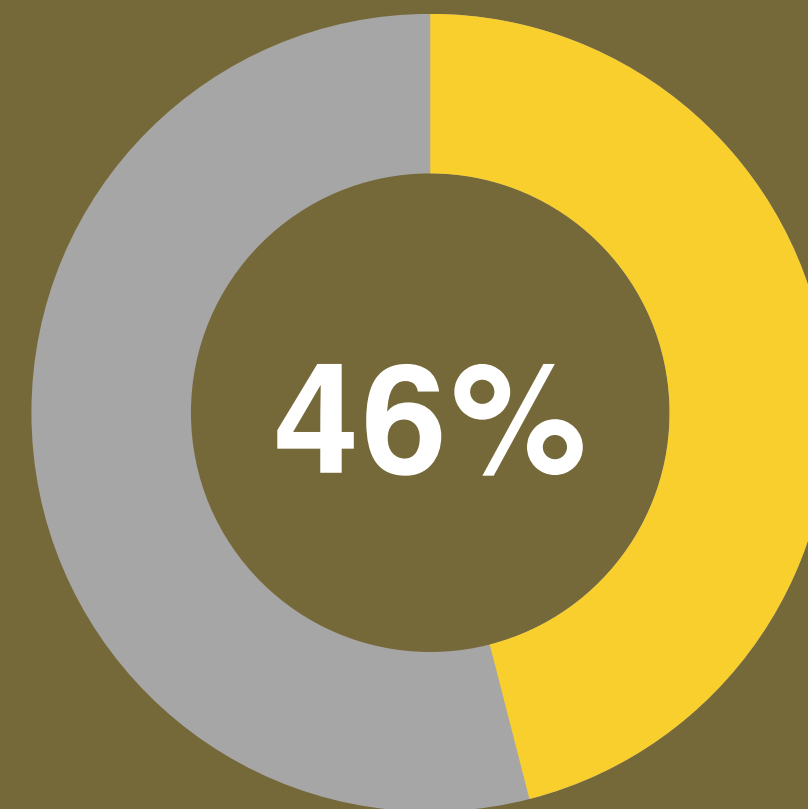
Top Brands Ranked by Survey Popularity:
KONG, Chewy, Chuckit!, Hartz, Bark Boy

** 30% say they prefer products made from eco-friendly or safe materials.*

WHICH CATEGORY BEST DESCRIBES YOUR PREFERRED BRAND FOR PET FOOD?



Premium
(e.g., Hill's Pet
Nutrition,
Blue Buffalo)



Budget-friendly
(e.g., Mars
Petcare Inc.,
Nestlé Purina)

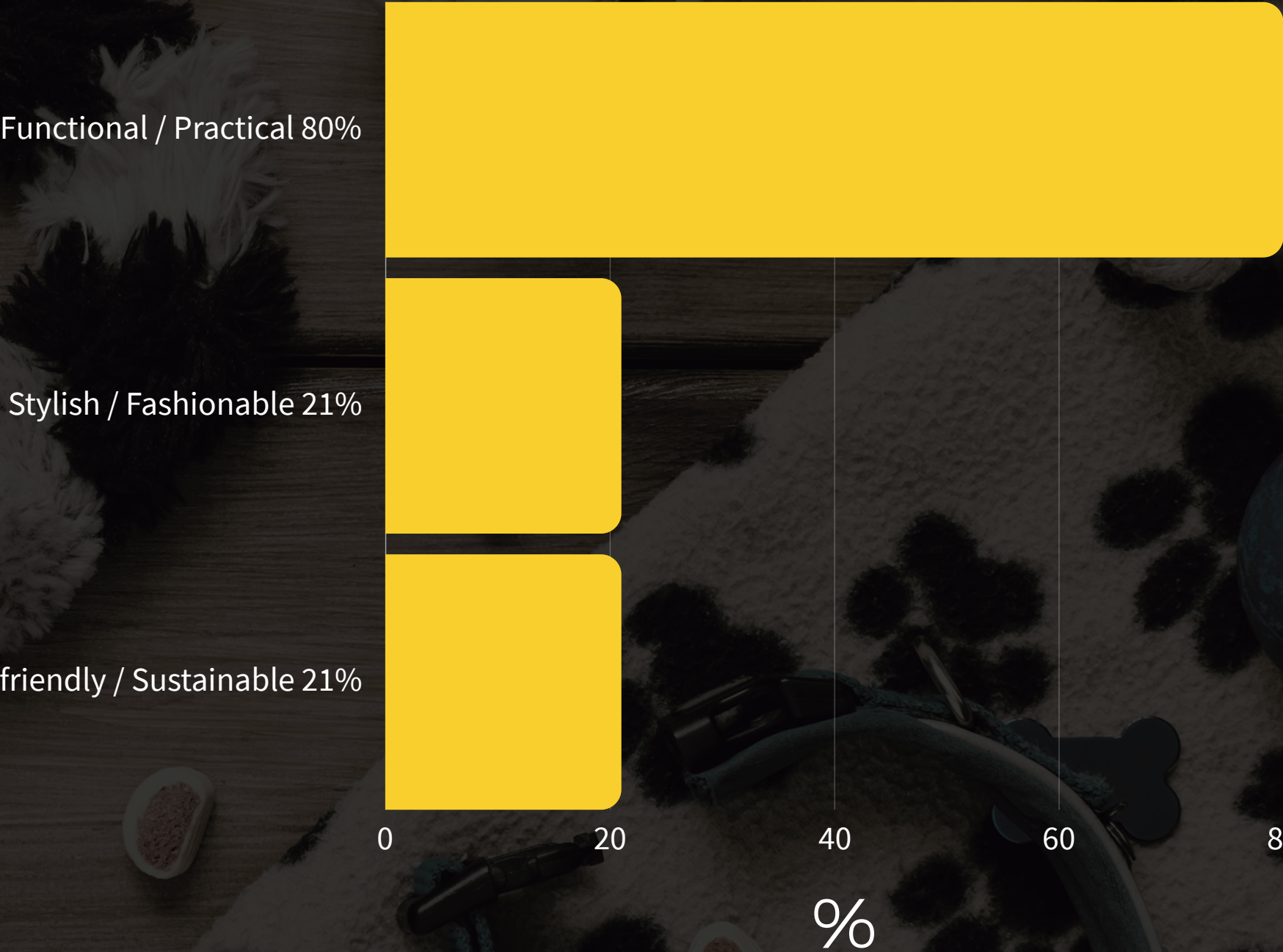
Top Brands Ranked By Survey Popularity:
Purina, Blue Buffalo, Royal Canin, Hills, Kirkland, Acana

** 16% say they prefer to purchase pet food from eco-friendly brands.*

WHICH CATEGORY BEST DESCRIBES YOUR PREFERRED BRAND FOR PET ACCESSORIES?

8 out of 10 respondents prefer pet toys that are functional or practical over those that are stylish or eco-friendly, indicating a strong preference for simplicity in their choices.

TOP 3 RESULTS

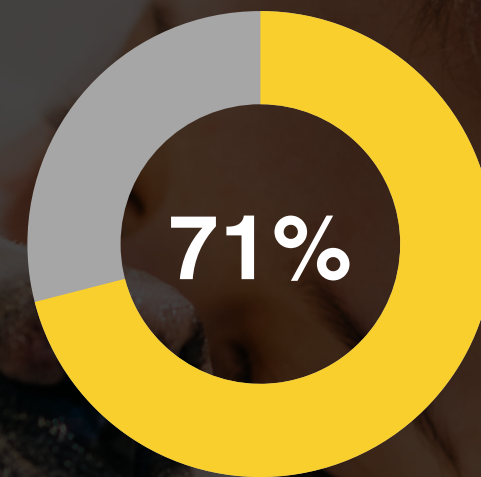


METHODOLOGY

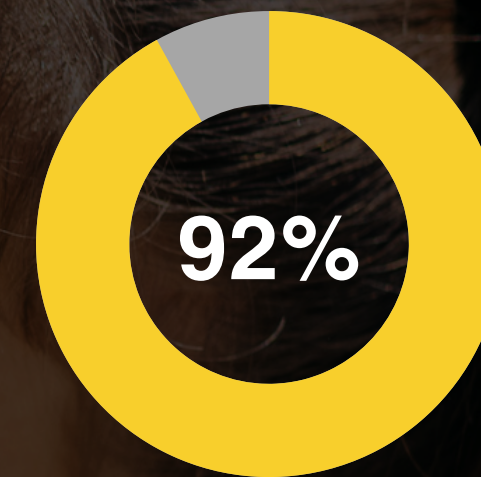
This report is based on a detailed survey of 1,632 North American pet owners, conducted to explore consumer behaviors, preferences and spending patterns within the pet care market.

The demographic breakdown includes a wide range of ages, income levels and geographical locations (urban, suburban, rural) to ensure diverse consumer representation.

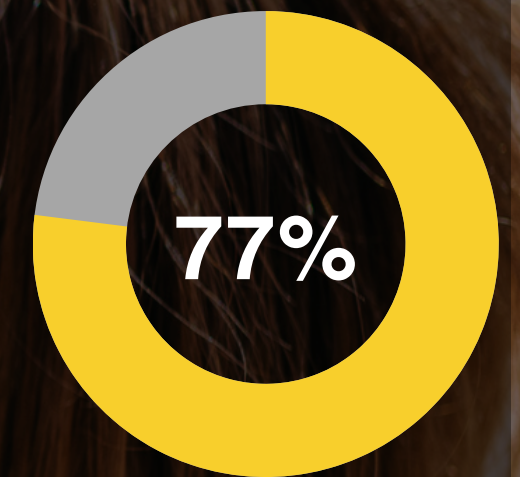
Our survey, designed to capture both quantitative and qualitative insights, focused on brand loyalty, product quality, pricing, sustainability and the impact of online and social media on shopping behaviors. Our thorough analysis aimed to deliver actionable insights into the 2024 pet care market.



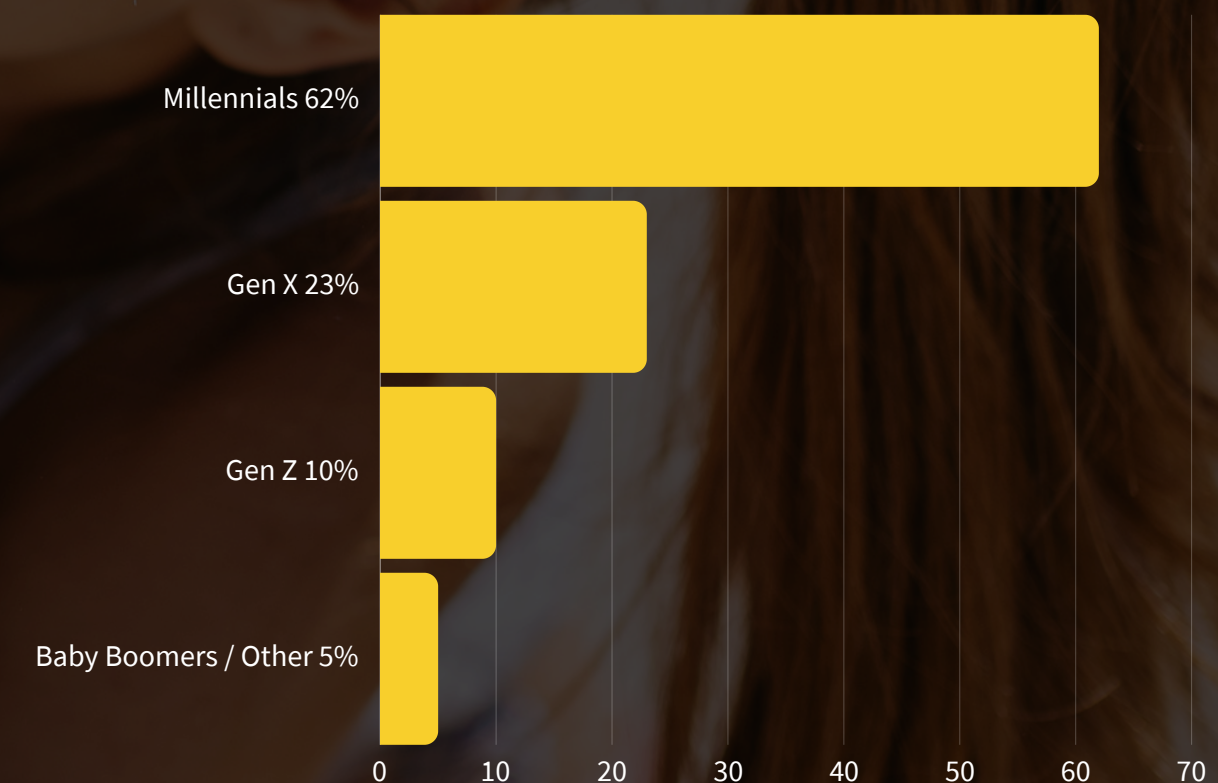
**live in the U.S.,
29% in Canada**



**identify as
female**



**have at least one
child under 18**



CONTACT US



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