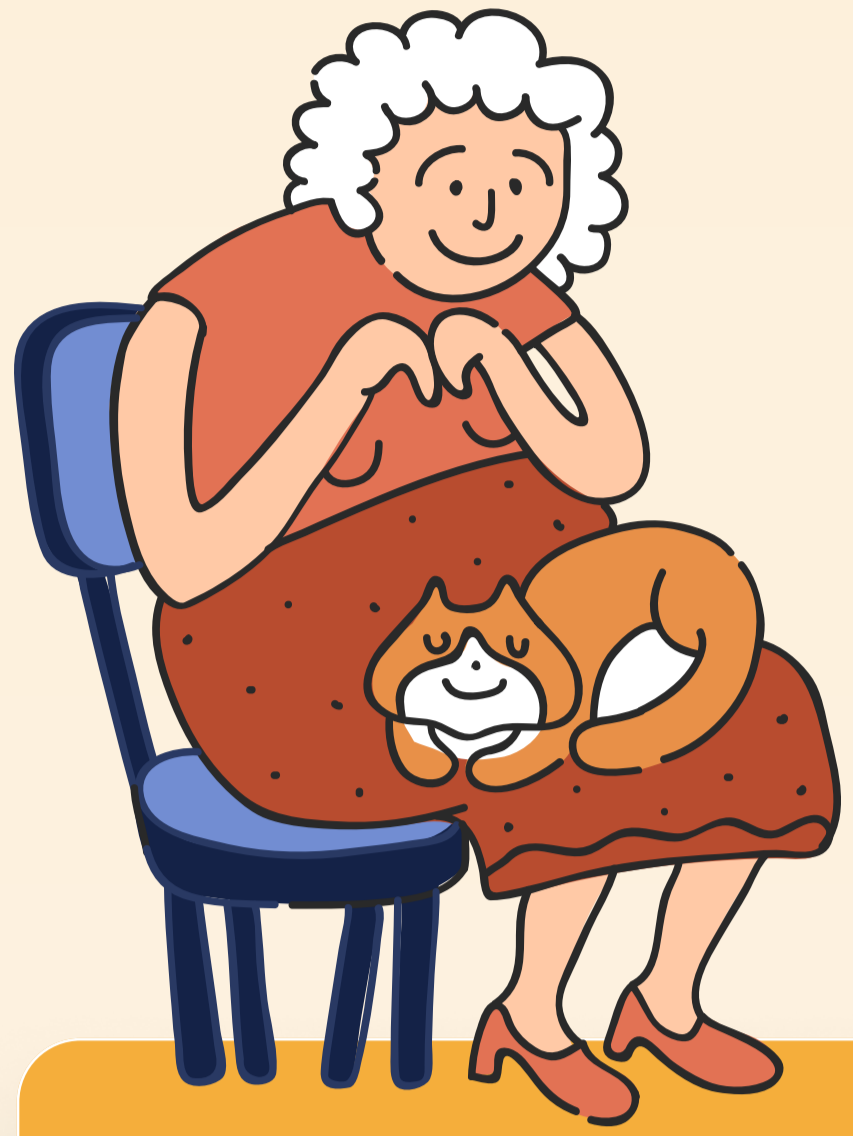


PET CARE INDUSTRY AND DATA ANALYTICS

Purr-sonalized services are key to success



PET OWNERSHIP WAS ON THE RISE DURING THE COVID-19 PANDEMIC

Pet Industry Expenditure in the US:

\$103.6 billion

US pet market food and treat sales:

\$44.1 billion

Number of pet enterprises in the US:

13,069

CHANGING NEEDS OF PET PARENTS ARE RESHAPING THE INDUSTRY

- **Preferring nutritious and healthy food:** **61%** of US pet owners will pay more for foods to target pets' dietary needs
- **Caring for the pet as their family member:** Over **50%** of cat and dog owners give their pet a Christmas gift or treat
- **Inclination towards sustainable and organic products:** **69%** of Millennials opt for natural and organic products for their pets



ANALYTICS CAN HELP UNDERSTAND THE ENTIRE PET PARENT JOURNEY

Targeting the right audience and pet owners is important. The following pet parent journey shows how analytics can provide insights on various points in the journey and enable pet care companies to provide the right services at the right time.

