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Pet Product Trends, Part I: Marketing to Today's Pet Owner

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Pet Product Trends, Part I: Marketing to Today's Pet Owner

- **Pet population and pet owner demographics**
- **Retailing and internet/tech landscape**
- **Spending and new product trends**

premiumization

humanization

*health &
wellness*

➤ *millennializing*



**pet population and
pet owner demographics**

U.S. Pet Ownership Trends (percent of households)

	2007	2009	2011	2013	2015
Dogs or Cats	48.0%	50.0%	52.4%	53.3%	53.5%
Dogs	34.9	36.7	38.1	38.4	39.9
Cats	25.6	25.3	26.8	25.8	26.3
Dogs & Cats	12.5	12.0	12.5	10.9	12.7
Other Pets	14.6	13.6	12.7	12.4	10.5

Source: Experian Marketing Services, Simmons National Consumer Surveys. Copyright: 2016



2004: 33% have dogs, 36% have children

2014: 40% have dogs, 32% have children

Ownership Trends for “Other” Pets (percent of households)

	2007	2009	2011	2013	2015
Fish	7.8%	6.3%	5.6%	5.8%	4.7%
Birds	4.6	4.4	3.7	3.4	2.8
Reptiles	2.0	1.5	1.7	2.7	1.8
Rabbits/Hamsters	2.1	1.8	1.5	1.4	1.6
Other Pets	2.9	3.1	3.5	2.4	2.1

Source: Experian Marketing Services, Simmons National Consumer Survey. Copyright: 2016

Pet Ownership by Generational Age Bracket, 2015

	18-34	35-49	50-69	70+
Dogs	46.4%	42.1%	41.0%	24.6%
Cats	27.0	30.6	26.5	19.0
Other Pets	13.3	14.3	8.9	4.5

Source: Experian Marketing Services, Simmons National Consumer Survey. Copyright 2016

Pet Ownership by Age Bracket, 2005 vs. 2015

	18-34		35-49		50-69		70+	
	2005	2015	2005	2015	2005	2015	2005	2015
Dogs	33.9	46.4	40.8	42.1	34.0	41.0	18.2	24.6
Cats	25.3	27.0	31.3	30.6	24.5	26.5	16.4	19.0

Source: Experian Marketing Services, Simmons National Consumer Survey. Copyright 2016

Pet Ownership by Younger Age Bracket, 2005 vs. 2015

	18-34		18-24		25-29		30-34	
	2005	2015	2005	2015	2005	2015	2005	2015
Dogs	33.9	46.4	31.8	43.4	35.7	48.7	33.4	46.6
Cats	25.3	27.0	23.2	23.6	25.1	31.4	31.1	26.2

Source: Experian Marketing Services, Simmons National Consumer Survey. Copyright 2016

retailing and internet/tech landscape

Channel Shopping for Pet Products, 2010-2015 (percent of pet-owning households)

	2010	2011	2012	2013	2014	2015
PET SUPERSTORES	39.5%	39.6%	40.3%	41.8%	42.4%	41.2%
SUPERMARKETS	40.4	41.2	40.1	40.2	40.9	39.2
DISCOUNT STORES	26.3	24.5	24.6	22.9	24.3	20.8
VETERINARIANS	15.0	14.1	12.8	13.3	13.6	13.3
OTHER PET STORES	11.2	10.8	10.8	13.1	11.3	10.6
WHOLESALE CLUBS	9.7	8.6	11.0	9.8	10.1	8.7
ONLINE	5.9	6.7	6.4	5.9	8.6	8.2
DRUGSTORES/C-STORES	3.8	4.6	5.6	5.2	5.6	5.8
OTHER	11.1	14.0	11.5	14.6	14.4	16.0

Source: Experian Marketing Services, Simmons National Consumer Survey. Copyright: 2016

Online Percentage of Pet Product Spending, 2015

	Food/Treats	Meds	Other
80% - 100%	12%	10%	7%
60% - 79%	8	5	6
40% - 59%	10	9	11
20% - 39%	13	13	16

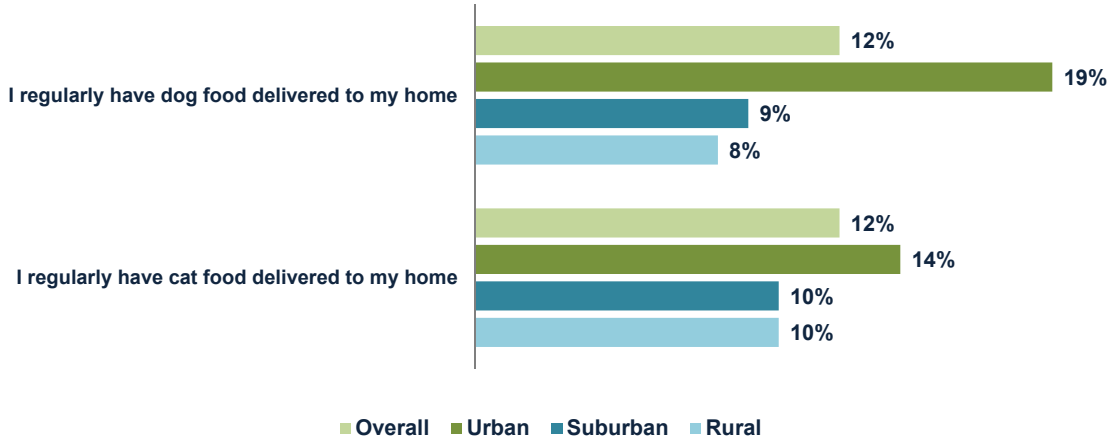
Source: Packaged Facts January 2015 pet owner survey

Sole Channel Shopping for Pet Products, 2010-2015 (percent of pet-owning households)

Channel	2010	2011	2012	2013	2014	2015
SUPERMARKETS	35.4%	33.0%	31.2%	27.9%	31.6%	30.5%
PET SUPERSTORES	17.6	17.2	23.0	20.8	20.2	22.3
DISCOUNT STORES	17.0	18.7	17.0	16.5	16.3	11.0
OTHER PET STORES	5.9	4.9	7.1	7.8	5.3	6.1
VETERINARIANS	6.8	4.9	4.8	4.7	4.7	5.7
WHOLESALE CLUB	4.8	3.0	2.5	3.2	4.4	3.0
ONLINE	*0.8	*0.6	1.8	1.8	2.1	2.1

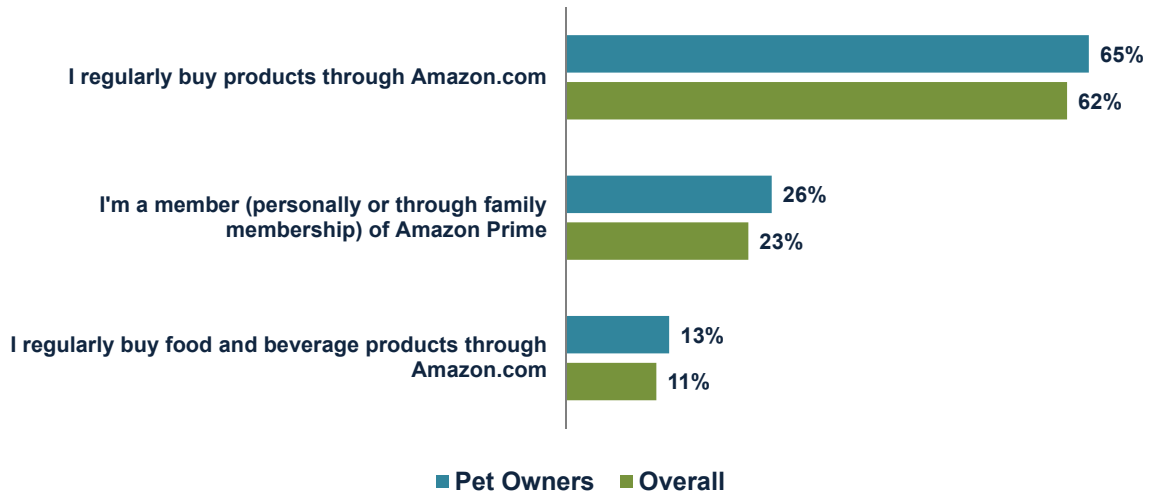
Source: Experian Marketing Services, Simmons National Consumer Survey. Copyright: 2016

Percentage Having Pet Food Delivered: Overall and by Locale, 2015



Source: Packaged Facts January 2015 pet owner survey

The Amazon Factor to Online Purchasing



Source: Packaged Facts January 2015 pet owner survey

Technologies Used in the Last Seven Days, Pet Owners vs. Non-Pet Owners, 2015

	Pet Owning Adults	Non-Pet- Owning Adults
Smartphone	74%	64%
Laptop computer	66	60
Desktop computer	59	55
Tablet computer	51	40
Mobile apps	48	36
Cellphone (not smartphone)	23	21
None of the above	1	1

Source: Packaged Facts Pet Owner Survey, August 2015

Pet Owners' Use of Internet for Pet Products, Last 30 Days, 2015

	Used the Internet	Using PC/laptop	Using Smartphone	Using Tablet
Research products	46%	27%	19%	8%
Compare prices	45	26	18	9
Look for promotions/sales	44	25	18	9
Look for coupons	44	24	18	8
Buy products	43	26	16	8
Compare products	43	23	17	8
Check online sales flyers	40	20	16	8
Use social media for reviews	31	15	15	7

Source: Packaged Facts Pet Owner Survey, August 2015

Influence of Marketing Tactics on Pet Owners' Pet Purchase Decisions, Last 30 Days, 2015

	For Pet Products	For Pet Services
Loyalty program features/communications	16%	9%
Mobile app features/communications	12	10
Text message from store or brand	13	9

Source: Packaged Facts Pet Owner Survey, August 2015

Pet Owners' Use of Mobile Apps for Pet-Related Purposes, Last 7 Days, 2015

	Used
General apps (not specifically designed for pet care)	7%
Designed for pet-related purposes	8

Past and Potential Mobile App Use for Pet Product Shopping, 2015

	Have Used	Would Like to Use in Future
Receive digital coupons	23%	35%
View/redeem rewards/loyalty points	20	32
Refill prescription	15	32
Get personalized deals	17	32
Pay for pet products	17	31
Place order for pickup	18	31
Scan QR code to get promotions/discounts	19	30

Source: Packaged Facts Pet Owner Survey, August 2015

spending and new product trends

Mass-Market Dollar and Volume Sales (in millions) by Pet Product Category, 2015

	\$ Sales	% Chg	Vol Sales	% Chg
DRY DOG FOOD	\$5,100	(2.3%)	6,985	(3.4%)
DRY CAT FOOD	\$2,315	(0.4%)	2,270	(1.0%)
DOG TREATS	\$2,237	3.8%	558	0.8%
DOG/CAT SUPPLIES	\$2,219	3.9%	330	3.1%
WET CAT FOOD	\$2,043	3.2%	1,057	1.3%
WET DOG FOOD	\$1,471	4.8%	1,098	1.3%
NON DOG/CAT PET FOOD	\$755	(4.4%)	137	(0.4%)
RAWHIDE DOG CHEWS	\$732	4.0%	159	4.4%
CAT TREATS	\$503	13.3%	59	13.0%
NON DOG/CAT PET SUPPLIES	\$290	(4.6%)	47	(2.9%)
FZ/RFG DOG FOOD	\$141	28.6%	42	23.7%
SEMIMOIST DOG FOOD	\$123	0.9%	119	1.2%

Source: IRI MULO

Household Usage Rates for Coupons by Type, 2015

	Overall	Pet Owners	Pet Store Shoppers
FOOD/GROCERY PRODUCTS	46.9%	51.0%	56.2%
HOUSEHOLD CLEANING PRODUCTS	34.5	38.0	40.9
BEAUTY/GROOMING PRODUCTS	32.5	35.3	41.9
PET FOOD		34.2	38.3
FAST FOOD/RESTAURANTS	31.5	33.1	36.9
BEVERAGES	28.0	31.1	33.1
PAPER GOODS	27.6	30.4	32.1
MEDICATIONS	22.4	24.9	29.9
TOBACCO PRODUCTS	5.5	7.9	5.8

Source: Experian Marketing Services, Simmons National Consumer Survey. Copyright: 2016

Mass-Market Dry Dog Food Sales Gainers, 2015

	\$ Sales	\$ % Chg	Vol % Chg	Avg Price/ Vol	Ave Price Ratio
PURINA BEYOND	\$65.6	225.9%	221.6%	\$2.06	2.82
PURINA ONE SMARTBLEND TRUE INSTINCT	\$73.7	104.7%	113.1%	\$1.38	1.89
RACHAEL RAY NUTRISH ZERO GRAIN	\$58.4	97.2%	90.0%	\$1.89	2.59
IAMS NATURALS	\$14.5	61.5%	59.1%	\$2.09	2.87
EVOLVE	\$12.3	55.5%	59.1%	\$1.43	1.97
KAL KAN	\$24.6	52.6%	64.4%	\$0.40	0.54
RACHAEL RAY NUTRISH	\$152.3	37.3%	38.5%	\$1.20	1.64
RACHAEL RAY NUTRISH JUST 6	\$35.2	37.3%	34.2%	\$1.42	1.95
IAMS LARGE BREED PROACTIVE HEALTH	\$20.4	23.7%	26.2%	\$0.87	1.19
PURINA BENEFUL INCREDIBITES	\$62.6	15.7%	11.2%	\$1.14	1.57
IAMS PROACTIVE HEALTH MATURE ADULT	\$35.1	11.0%	11.8%	\$1.24	1.69

Source: IRI MULO

Topline Cat Food Purchasing Trends by Type, (percent of cat-owning HHs)

	2007	2009	2011	2013	2015
Dry	94.1%	95.6%	96.9%	95.5%	94.4%
Wet/Moist	45.5	44.7	49.9	53.3%	57.1%
Dry & Wet/Moist	42.6	42.3	48.3	51.0	53.0
Treats	41.2	44.1	44.1	52.8	50.5

Source: Experian Marketing Services, Simmons National Consumer Survey. Copyright: 2016



fromm *Family* PET FOOD

How old is your dog?

YEARS

MONTHS

NEXT



Your dog's favorite holiday treats are back! [LEARN MORE](#)

PLANET DOG.
Think Globally. Act Doggedly.

trend to watch: meal delivery



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