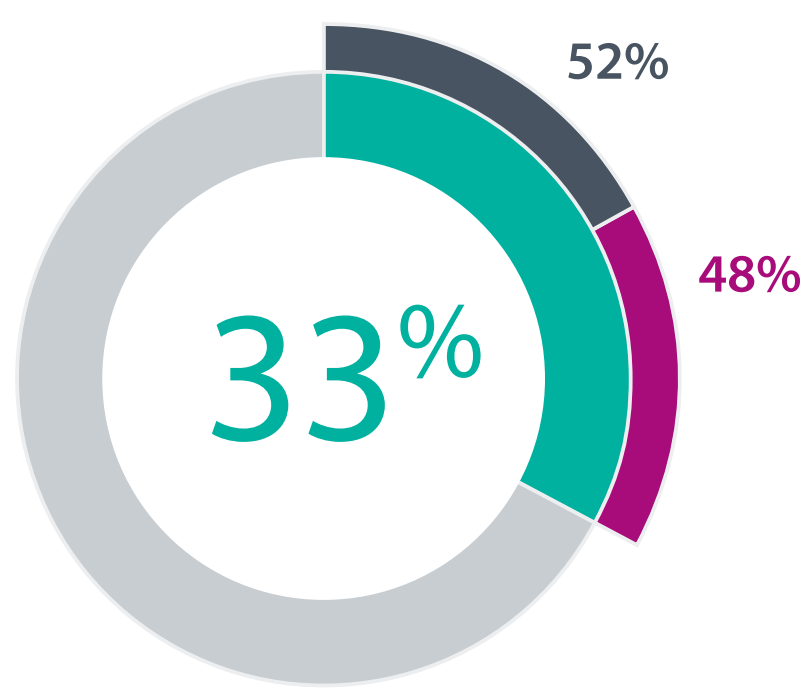


The Fur Baby Boom

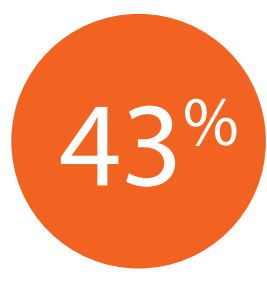
Pandemic pet adoptions provide a tail-wagging opportunity for retailers and advertisers

In a survey of over 1,000 US cat and dog owners aged 18+:
33% ADOPTED A PET DURING THE PANDEMIC

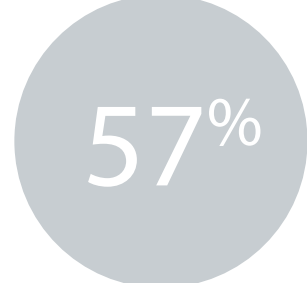


Results by **gender**:

[of those who adopted during the pandemic]
52% were male & 48% were female



adopted during the pandemic

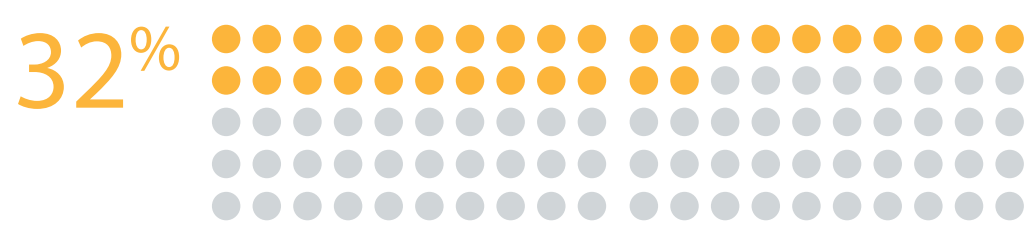


adopted not during the pandemic

Results by **age group**:

Millennials (ages 24-42) were the most likely to adopt during the pandemic.

Of all the millennials that have a pet, **43% of them adopted one during the pandemic.**



and 32%+ of **Gen Z (ages 18-23)** adopted a pet to **boost their mental health.**

WHO ADOPTED A PET DURING THE PANDEMIC?

Where pet owners plan to spend on their pet in the next 12 months

1 IN 9 DOG & CAT OWNERS said they will be spending the **most money on clothing/accessories** for their pet

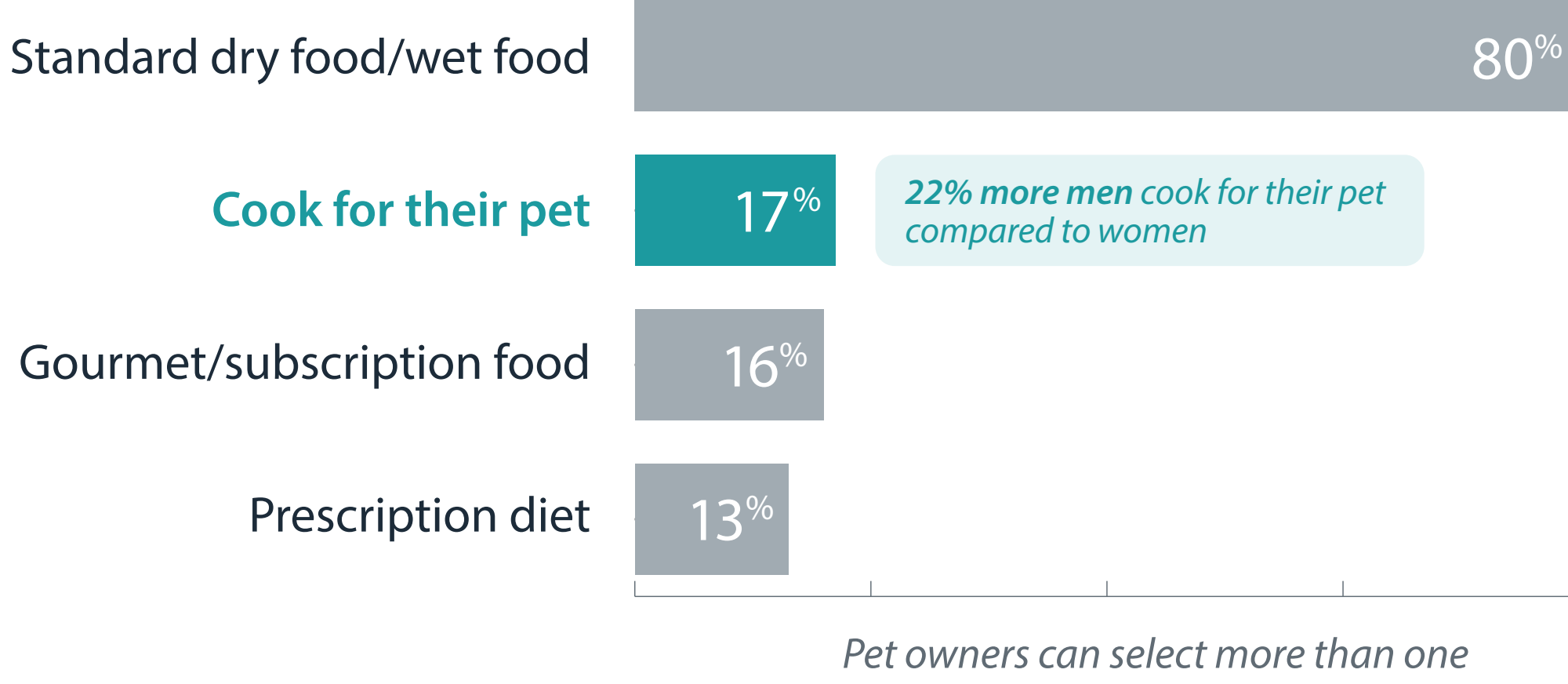
TOP 3 ANSWERS:



SPENDING ON PETS

WHAT PETS EAT

What pets usually eat



Where pet owners usually shop for their pets

Pet owners can select more than one

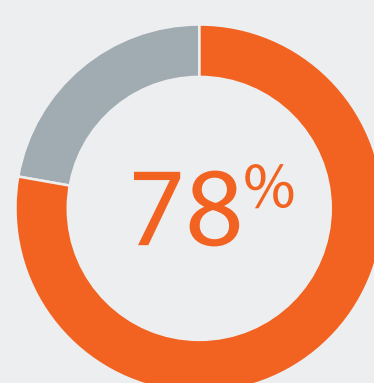


Millennials preferred local, boutique pet stores more than any other generation

SHOPPING FOR PETS

ADDITIONAL PURCHASES

Additional pet purchases in the next 12 months



78% of respondents **consider their pet their best friend or family member**

Conclusion

With the increase in dog and cat adoptions during the pandemic, consumers' shopping habits will be different for the foreseeable future. This presents retailers and advertisers with the unique opportunity to identify and serve these new shopping needs.