Millennials as Pet Market Consumers

Description: The future of the pet market belongs to Millennials. In the brand new report, Millennials as Pet Market Consumers, Packaged Facts shows why Millennial consumers will play an even more significant role in the pet industry over the next decade.

The report highlights how the essential economic optimism of Millennials augurs well for the pet industry. The report also shows how Millennial pet owners differ sharply from their counterparts in the 35- and over-group and demonstrates why and how marketers of pet products and pet care services need to be attuned to the expectations of Millennial pet owners as consumers. In some ways, the consumer behavior of Millennial pet owners simply reflects their overall consumer orientation and behavior.

Scope of the Report

This report focuses on Millennial pet owners (those in the 18- to 34-year-old age group). When referring to pet owners who are 35 years old and over, the report interchangeably uses the terms “other” pet owners as well as those “in the 35-and-over age group.” The report analyzes trends in the growth of the population of Millennial pet owners, provides a demographic profile of Millennial pet owners, analyzes their attitudes toward their pets and highlights their pet care practices. The report highlights the consumer behavior of 18- to 34-year-old pet owners, including their buying power, retail channels favored for pet product purchases, shopping behavior and pet product preferences. It also includes an assessment of marketing approaches that work with Millennial pet owners.

Methodology

Consumer data in this report come from two primary sources. The first source is the Packaged Facts National Online Consumer Survey conducted in April, August and November/December 2015 and February 2016. These surveys reflect a panel of 2,000 U.S. adults (age 18+) that is balanced to the national population on the primary demographic measures of gender, age bracket, race/ethnicity, geographic region, marital status, presence or absence of children in the household and household income.

Another source of consumer data in this report is the Simmons National Consumer Study (NCS) for Summer 2015 (and Spring 2007 for trend analysis tables) from Experian Marketing Services. On an ongoing basis, Experian Marketing Services conducts booklet-based surveys of a large and random sample of consumers (approximately 25,000 for each 12-month survey compilation) who in aggregate represent a statistically accurate cross-section of the U.S. population.

The report is also based upon data collected from a wide range of industry sources, including company websites, press releases, trade publications, business newspapers and magazines and consumer blogs.

Contents:
Chapter 1 Executive Summary
Methodology
Topline Insights and Opportunities
43 Million Millennials Own Pets
Millennials Help Drive Growth in Pet Ownership
Millennial Pet Owners Wield Significant Buying Power
Millennial Pet Owners Will Take on Even More Importance by 2020
Millenials Expect to Spend More on Pet Products and Services
Economic Forces May Affect Current Spending by Millennials
Marketers Can Appeal to Millennials’ Urge to Pamper Their Pets
Millennial Pet Owners More Subject to Impulse Buying
Hispanic Millennial Pet Owners the Wave of the Future
Opportunities Abound for Pet Foods Viewed as Safe by Millennials
Profile of Millennial Pet Owners
Pet Ownership Preferences Differ
Millenials Provide Major Boost to Pet Ownership
Latinos Key Millennial Pet Owner Segment
Millennials Drive Pet Ownership Growth in Wide Range of Pet Types
Millennials Behind Uptick in Number of Dog Owners
Pet Services More Popular
Non-Traditional Veterinary Service Providers Favored
Millennials Turn to Technology to Keep Track of Their Pets
Millennial Pet Owners Form Distinct Demographic Segment
Demographics Vary by Type of Pet
Consumer Behavior
Aggregate Pet Expenditures by Millennial Consumers Total $10.6 Billion
Online Purchases of Pet Products More Common
Brick-and-Mortar Channel Choices Differ
Millennials More Likely to Buy All Kinds of Pet Products
Home Delivery of Pet Food Appeals to Millennials
Millennial Pet Owners Turn to Smartphones for Shopping Support
Mobile Apps Far More Important to Millennial Pet Owners When Shopping
Millennials Pay Attention to What's in the Food They Buy for Their Pets
Millennials Look for Healthy Pet Food Ingredients
Raw Diet Preferred for Pets
Millennial Dog Owners Spend on Treats and Chews
Nutritional Benefits in Dog Treats Have High Priority
Millennial Pet Owners Prime Customers for Pet Medications
Marketing to Millennial Pet Owners
Millennial Pet Product Shoppers Look for Sales
Coupons Less Likely to Entice Millennial Pet Owners
Millennial Pet Owners Fickle toward Pet Product Brands
Eco-Friendly Packaging for Dog Food Matters to Millennials
Traditional Media Fail to Engage Millennial Pet Owners
Hispanic Millennial Pet Owners More Acculturated than Other Latinos
Millennial Pet Owners Far More Open to Digital Marketing
Social Media Key Marketing Tool
Cause Marketing Works
Celebrity Marketing Succeeds
Chapter 2 Topline Insights and Opportunities
Topline Insights
43 Million Millennials Own Pets
Table 2-1 Number of Pet Owners, Millennials vs. Others, 2015 (in thousands)
Figure 2-1 Percent Owning Pets, Millennials vs. Others, 2015
Figure 2-2 Pet Owners by Age Group, 2015
Millennials Help Drive Growth in Pet Ownership
Table 2-2 Number of Adults Owning Pets, Millennials vs. Others, 2007-2015 (in thousands)
Life Stage of Millennials Promotes Increasing Pet Ownership
Table 2-3 Selected Attitudes of Millennials Toward Having Pets, 2016
Millennial Pet Owners Wield Significant Buying Power
Figure 2-3 Percent Spending $50 or More on Pet Products of Any Type
Within Last 30 Days, Millennial vs. Other Pet Owners, 2016
Millennial Pet Owners Will Take on Even More Importance by 2020
Table 2-4 Projected Trends in Pet Ownership, 2015-2020 (in thousands) .. 20
Table 2-5 Trends in Number of Pet Owners by Generation and Age Group, 2015 vs. 2020 (in thousands)
Figure 2-4 Household Pet Ownership by Age of Household Head, 2015
Figure 2-5 Average Annual Household Expenditures on Pets by Age of Householder, 2014
Market Opportunities
What Marketers Need to Know About Millennial Pet Owners
Table 2-6 Profile of Millennial Pet Owners
Millennials Expect to Spend More on Pet Products and Services
Figure 2-6 Percent of Highly Confident Consumers by Age Group, 2004-2015
Figure 2-7 Percent Expecting to Spend More in Next Few Years on Pet Products and Pet Care Services, Millennial vs. Other Pet Owners, 2015
Economic Forces May Affect Spending by Millennials
Table 2-7 Attitudes Toward Spending on Pet Products, Millennial vs. Other Pet Owners, 2016
Millennial Dog Owners Major Growth Category for Pet Stores
Table 2-8 Selected Gains and Losses in Millennial Pet Product Shoppers by Retail Channel, 2010 vs. 2015 (in thousands of U.S.households)
Marketers Can Appeal to Millennial Urge to Pamper Their Pets
Figure 2-8 Percent Agreeing “I Would Rather Spend Money on Pet Toys and Other Products for My Pets Than on Things for Myself,”
Millennial vs. Other Pet Owners, 2016
Table 2-9 Attitudes Toward Pampering Pets, Millennial vs. Other Pet Owners, 2016
Millennial Pet Owners More Subject to Impulse Buying
Figure 2-9 Percent Agreeing “Every Once in a While I Like to ‘Splurge’ on an Item for My Pets,” Millennial vs. Other Pet Owners, 2016
Figure 2-10 Percent Buying Pet Apparel/Fashion Accessories in Last 12 Months, Millennial vs. Other Dog or Cat Owners, 2015
Figure 2-11 Percent Buying Pet Toys in Last 12 Months, Millennial vs. Other Dog or Cat Owners, 2015
Pet Retailers Need to Meet Expectations of Millennial Shoppers
Figure 2-12 Percent Who Have Used or Would Like to Use Mobile App for Pet Product Shopping by Type of Activity, Millennial vs. Other Pet Owners, 2015
Hispanic Millennial Pet Owners the Wave of the Future
Opportunities Abound for Pet Foods Viewed as Safe by Millennials
Table 2-10 Attitudes Toward Pet Food Safety, Millennial vs. Other Pet Owners, 2016
Millennials Offer Strong Prospects for Vendors of Meal Kits for Pets
Table 2-11 Use of Home Delivery Options, Millennial vs. Other Pet Owners, 2015
Table 2-12 Percent Making Home-Cooked Meals or Adding Flavors or Side Dishes to Pre-Made Pet Food in Last 30 Days, Millennial vs. Other Dog or Cat Owners, 2016
PetPlate
Just Food for Dogs
The Farmer's Dog
Chapter 3 Profile of Millennial Pet Owners
Pet Ownership Patterns
Dogs More Popular among Millennials
Table 3-1 Number of Pet Owners by Category of Pet, Millennial vs. Other Pet Owners, 2015 (in thousands)
Millennials Drawn to Rabbits, Hamsters and Reptiles
Table 3-2 18- to 34-Year-Old Pet Owners as Percent of All Pet Owners by Type of Pet, 2015
Millennials More Likely to Own More Than One Type of Pet
Table 3-3 Cross-Ownership of Pets by 18- to 34-Year-Olds by Type of Pet Owned, 2015
Table 3-4 Cross-Ownership of Pets by Adults 35 Years Old and Over by Type of Pet Owned, 2015
Millennials More Likely to Own Multiple Pets of Same Type
Table 3-5 Ownership of More Than One Pet by Type of Pet, Millennial vs. Other Pet Owners, 2015
Table 3-6 Pet Owners with Multiple Pets by Type of Pet by Age Group, 2015
Younger Dogs or Cats More Common in Millennial Households
Table 3-7 Age of Dogs Owned, Millennial vs. Other Dog Owners, 2016
Table 3-8 Age of Cats Owned, Millennial vs. Other Cat Owners, 2016
Smaller Pets Catch Millennials' Eyes
Figure 3-1 Percent Agreeing “I'd Prefer to Have a Small Pet You Can Take With You More Places,” Millennial vs. Other Pet Owners, 2016
Table 3-9 Size of Dogs Owned, Millennial vs. Other Dog Owners, 2016
Trends in Millennial Pet Ownership
Millennials Provide Major Boost to Pet Ownership
Table 3-10 Number of Adults Owning Pets by Age Group, 2007-2015 (in thousands)
Multicultural Millennial Pet Owners Especially Important
Figure 3-2 Percent Growth in the Number of Pet Owners by Race and Hispanic Origin, 2007-2015
Table 3-11 Trends in Growth in the Number of Pet Owners by Race and Hispanic Origin, 2007-2015 (in thousands)
Latinos Are Key Millennial Pet Owner Segment
Table 3-12 Growth in the Number of 18- to 34-Year-Old Pet Owners by Race and Hispanic Origin, 2007-2015 (in thousands)
Table 3-13 Growth in the Number of Pet Owners by Age Group and Race and Hispanic Origin, 2007-2015 (in thousands)
Millennials Drive Pet Ownership Growth in Wide Range of Pet Types
Table 3-14 Growth in Number of 18- to 34-Year-Old Pet Owners by Type of Pet Owned, 2007-2015 (in thousands)
Table 3-15 Number of Pet Owners 35 Years Old and Over by Type of Pet Owned, 2007-2015 (in thousands)

Millenials Behind Uptick in Number of Dog Owners
Table 3-16 Growth in Number of Dog Owners, Millennial vs. Other Dog Owners, 2007-2015 (in thousands)

Millenials and Their Pets
Pet Caretaking Roles Differ
Table 3-17 Primary Household Responsibility for Taking Care of Pets, Millennial vs. Other Pet Owners, 2015
Pets Are Part of the Family for Millennials Too
Figure 3-3 Percent Agreeing “I Consider My Pets a Part of the Family,” Millennial vs. Other Pet Owners, 2015

Pet Services More Popular
Table 3-18 Use of Selected Pet Services in Last 12 Months, Millennial vs. Other Dog Owners, 2016
Non-Traditional Veterinary Service Providers Favored
Table 3-19 Use of Non-Traditional Veterinary Services in Last 12 Months, Millennial vs. Other Dog Owners, 2016

Millenials More Likely to Turn to Social Media for Pet Health Advice
Table 3-20 Main Places Pet Owners Turn for Health Advice for Pets, Millennial vs. Other Pet Owners, 2015

Millenials Turn to Technology to Keep Track of Their Pets
Table 3-21 Devices Used to Track Activities and Health of Dogs, Millennial vs. Other Dog Owners, 2016
Table 3-22 Devices Used to Track Activities and Health of Cats, Millennial vs. Other Cat Owners, 2016

Millenials More Likely to View Mobile Apps as Pet Care Tool
Table 3-23 Percent Currently Using or Interested in Using Mobile Apps for Dog or Cat Care by Type of Activity, Millennial vs. Other Cat or Dog Owners, 2015

Demographic Highlights of Millennial Pet Owners
Millennial Pet Owners Form Distinct Consumer Segment
Gender and Race and Hispanic Origin
Region and Place of Residence
Education and Household Income
Marital Status and Household Structure
Housing Tenure
Table 3-24 Demographic Profile: Millennial vs. Other Pet Owners, 2015
Demographics Vary by Type of Pet
Table 3-25 Demographic Profile of 18- to 34-Year-Old Pet Owners by Type of Pet Owned, 2015

Hispanic Pet Ownership Patterns Differ
Table 3-26 Millennial Pet Ownership by Type of Pet, Hispanic vs. Non-Hispanic White, 2015

Chapter 4 Consumer Behavior
Buying Power of Millennial Pet Owners
Overview
Aggregate Pet Expenditures by Millennial Consumers Total $10.6 Billion
Table 4-1 Aggregate Consumer Expenditures for Pets by Age Group, 2013 vs. 2014 (in million $)
Figure 4-1 Percent of Aggregate Consumer Expenditures for Pets by 25- to 34-Year-Olds, 2013 vs. 2014
Table 4-2 Mean Consumer Expenditures for Pets by Age Group, 2013 vs. 2014

Retail Channel Choices
Online Purchases of Pet Products More Common
Table 4-3 Attitudes Toward Online Shopping, Millennial vs. Other Pet Owners, 2015

Figure 4-2
Percent Buying Pet Products Online, Millennial vs. Other Pet Owners, 2016
Table 4-4 Pet Products Bought Online in Last 12 Months, Millennial vs. Other Pet Owners, 2015
Millennial Pet Owners Shop Far and Wide at Brick-and-Mortar Channels
Table 4-5 Shopping Habits, Millennial vs. Other Pet Owners, 2015
Table 4-6 Where Purchase Pet Products, Millennial vs. Other Dog or Cat Owners, 2015
Table 4-7 Specialty Brick-and-Mortar Channels Used in Last Three Months to Purchase Pet Foods, Millennial vs. Other Dog or Cat Owners, 2016 (percent of those who personally buy pet products)

Home Delivery of Pet Food Appeals to Millennials
Figure 4-3 Percent Who Regularly Have Pet Food Delivered to Their Home, Millennial vs. Other Dog or Cat Owners, 2015

In-Store Shopping Behavior
Millennial Pet Owners Turn to Smartphones for Shopping Support
Table 4-8 Used the Internet in the Last 30 days in Relation to Pet Products by Type of Device, Millennial vs. Other Pet Owners, 2015
Mobile Apps Far More Important to Millennial Pet Owners When Shopping
Table 4-9 Have Used or Would Be Interested in Using a Mobile App for Pet Product Shopping by Type of Activity, Millennial vs. Other Pet Owners, 2015
Highlights of Product Preferences
Millennials More Likely to Buy All Kinds of Pet Products
Table 4-10 Types of Pet Products Bought in Last 12 Months, Millennial vs. Other Dog or Cat Owners, 2015
Millennials Pay Attention to What's in the Food They Buy for Their Pets
Figure 4-4 Percent Agreeing “I Read the Ingredient List of Pet Food Products Carefully,” Millennial vs. Other Pet Owners, 2015
Millennials Claim Willing to Pay More for Healthier Pet Foods
Figure 4-5 Percent Agreeing “I Am Willing to Pay More for Pet Food Products That Are Healthier for My Pets,” Millennial vs. Other Pet Owners, 2015
Table 4-11 Price Points of Dog Food Generally Purchased, Millennial vs. Other Dog Owners, 2015
Millennials Look for Healthy Pet Food Ingredients
Table 4-12 Pet Food Formulation Type Currently Used, Millennial vs. Other Pet Owners, 2015
Table 4-13 Dog Food Ingredient Formulation Currently Used, Millennial vs. Other Dog Owners, 2015
Millennials Look for Healthy Pet Food Ingredients
Table 4-14 Type of Pet Food Purchased or Used in Last 30 Days, Millennial vs. Other Cat Owners, 2015
Millennial Dog Owners More Likely to Choose Wet/Moist Dog Food
Figure 4-6 Percent Buying Moist/Wet Dog or Cat Food, Millennial vs. Other Dog or Cat Owners, 2015
Pet Food Supplements Favored for Cats
Figure 4-7 Percent Using Pet Food Supplements or Vitamins, Millennial vs. Other Cat Owners, 2015
Millennial Dog Owners Spend on Treats and Chews
Fig 4-8 Percent Spending $20 or More per Month for Pet Treats or Chews, Millennial vs. Other Dog or Cat Owners, 2015
Nutritional Benefits in Dog Treats Have High Priority
Table 4-15 Type of Pet Treat or Chew Purchased in Past 12 Months, Millennial vs. Other Dog Owners, 2015
Millennial Pet Owners Prime Customers for Pet Medications
Table 4-16 Attitudes toward Pet Medications, Millennial vs. Other Pet Owners, 2015
Millennials More Likely to Trust Medications Bought in Stores
Table 4-17 Trust in Sources of Pet Medications, Millennial vs. Other Pet Owners, 2015
Millennial Dog Owners Buy More Pet Oral Hygiene Products
Figure 4-9 Percent Agreeing “Cleaning a Pet’s Teeth At Home Is Just As Effective As a Dental Cleaning at the Veterinarian’s Office,” Millennial vs. Other Dog Owners, 2015
Table 4-18 Oral Hygiene for Dogs, Millennial vs. Other Dog Owners, 2015
Chapter 5 Marketing to Millennial Pet Owners
Overview
Millennial Pet Product Shoppers Look for Sales
Figure 5-1 Percent Agreeing “I Look Out for Lower Prices, Special Offers and Sales on Pet Products When Shopping for Pet Products, Millennial vs. Other Pet Owners, 2015
Coupons Less Likely to Entice Millennial Pet Owners
Table 5-1 Percent Finding/Printing Coupons From Websites, Millennial vs. Other Pet Owners, 2015
Figure 5-2 Percent Using Coupons to Buy Pet Food, Millennial vs. Other Pet Owners, 2015
Figure 5-3 Percent Using Coupons to Buy Dog or Cat Products in Last 12 Months, Millennial vs. Other Pet Owners, 2015
Millennial Pet Owners Fickle toward Pet Product Brands
Table 5-2 Attitudes Toward Brands, Millennial vs. Other Pet Owners, 2015
Figure 5-4 Percent Placing Importance on “Getting the Specific Brands I Want” When Shopping for Pet Products, Millennial vs. Other Pet Owners, 2015
Figure 5-5 Percent Trying New Brand of Dry Dog or Cat Food in Last 30 Days, Millennial vs. Other Pet Owners, 2015
Figure 5-6 Percent Trying New Brand of Dog or Cat Chews or Treats in Last 30 Days, Millennial vs. Other Pet Owners, 2015
Owners, 2015

Store Brands Appeal in Several Pet Food Categories
Table 5-3 Percent of Dog or Cat Owners Buying Store Brands of Pet Food Most Often, Millennial vs. Other Dog Owners, 2015

Eco-Friendly Packaging for Dog Food Matters to Millennials
Table 5-4 Importance of Environmentally-Friendly Packaging of Dry Pet Food, Millennial vs. Other Dog Owners, 2015

Media Usage and Marketing Approaches

Traditional Media Fail to Engage Millennial Pet Owners
Table 5-5 Use of English-Language Media, Millennial vs. Other Pet Owners, 2015

Figure 5-7 Percent Using Video Streaming/Downloading Services or Cable Networks in Last 30 Days, Millennial vs. Other Pet Owners, 2015
Table 5-6 Use of Smartphone When Watching TV, Millennial vs. Other Pet Owners, 2015

Hispanic Millennial Pet Owners More Acculturated than Other Latinos
Table 5-7 Language Preferences, Millennial Hispanic vs. Other Hispanic Pet Owners, 2015
Table 5-8 Attitudes Toward Spanish-Language Media, Millennial Hispanic Pet Owners vs. Non-Pet Owners and Other Hispanic Pet Owners, 2015

Millennial Pet Owners Far More Open to Digital Marketing
Table 5-9 Factors Influencing Purchase of Pet Care Products and Services, Millennial vs. Other Pet Owners, 2015

Social Media Key Marketing Tool
Table 5-10 Use of Social Media by 18- to 34-Year-Olds, Pet Owners vs. Others, 2015
Figure 5-8 Activities on Social Media Sites Related to Pet Products and Pet Care, Millennial vs. Other Pet Owners, 2015

Cause Marketing Works
Table 5-11 Impact of Involvement by Pet Product Retailers and Brands in Pet Welfare and Rescue Causes, Millennial vs. Other Pet Owners, 2016

Celebrity Marketing Succeeds
Table 5-12 Attitudes toward Celebrities, Millennial vs. Other Pet Owners, 2015

Hispanic Millennial Pet Owners Track Celebrities Even More
Figure 5-9 Attitudes toward Celebrities, Hispanic vs. Non-Hispanic Millennial Pet Owners, 2015

Case Studies of Marketing to Millennial Pet Owners
Petco Ties Success of IPO to Millennials
Wild Calling Offers Pet Food Brand “Created by Millennials for Millennials”
Illustration
Zoic Farm Fare
TrueCar Speaks to Millennial Pet Owners
Halo Appeals to Millennial Values
PetSmart Launches “Partners in Pethood” Campaign
Nestle Purina Embraces Humanization Trend in Pet Food
Petco Initiative Focuses Attention on Pet Nutrition
Vets Look to Attract Millennials

Ordering:

Order Online - [http://www.researchandmarkets.com/reports/3634203/](http://www.researchandmarkets.com/reports/3634203/)

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Millennials as Pet Market Consumers
Web Address: http://www.researchandmarkets.com/reports/3634203/
Office Code: SCBRECYH

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) -</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single User</td>
<td></td>
<td>USD 2500</td>
</tr>
<tr>
<td>Electronic (PDF) -</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enterprisewide</td>
<td></td>
<td>USD 5000</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof
First Name: __________________________ Last Name: __________________________
Email Address: * __________________________
Job Title: __________________________
Organisation: __________________________
Address: __________________________
City: __________________________
Postal / Zip Code: __________________________
Country: __________________________
Phone Number: __________________________
Fax Number: __________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: 

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World