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.

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