Millennials as Pet Market Consumers

Description: Millennials as Pet Market Consumers

The Millennial generation has become a driving force in the American pet industry. Between 2007 and 2015, Millennials were responsible for 43% of the growth in the number of pet owners in the United States. The 43 million pet owners in the 18- to 34-year-old age group now account for around one in three pet owners. Moreover, Millennial pet owners bring significant buying power to the table. In 2014 households headed by Millennial consumers spent a total of $10.6 billion on their pets.

This new report shows why millennial spending power will play an even more significant role in the pet industry over the next decade. The accelerating aging of the American population threatens to shift the consumer landscape for the pet industry because pet ownership traditionally has declined precipitously after the age of 60. In addition, the population of 40- to 54-year-olds—an age segment with a relatively high propensity to own and spend money on pet products—is expected to decline. Millennial spending will account for an ever growing share of pet expenditures in the years ahead because they represent a large population cohort that will be entering a stage of life when expenditures on pet products and services jump dramatically.

The report highlights how millennial spending power augurs well for the pet industry. For example, national Online Consumer Survey data cited in the report show that pet owners in the 18- to 34-year-old age group are much more likely than those in the 35-and-over age group to expect to spend more on pet products and pet care services during the next few years.

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. For example, when it comes to shopping for pet products, Millennial pet owners are much more likely than other pet owners to be tethered to their smartphones to compare prices and products and to use mobile apps to scan a QR code to get promotions or discounts when buying pet products.

Moreover, Millennial pet owners are generally less concerned than other pet owners about brand loyalty. According to national Online Consumer Survey data cited in the report, this consumer characteristic crosses over into the approach Millennials take when they buy food for their pets. Compared to pet owners in the 35-and-over age group, Millennial pet owners are much less likely to think it is important to “get the specific brands I want” when shopping for pet products and are far more likely to have tried a new brand of dog food in the last 30 days.

The report shows that Millennials also stand alone in comparison to other pet owners when it comes specifically to the care and feeding of their pets. For example, Millennial pet owners are much more likely to use raw pet food or pet foods with formulations geared toward enhancing the health of their pets. Compared to pet owners in the 35-and-over age group, Millennial pet owners are more likely to trust in their own ability to take care of the teeth of their pets at home and consequently are much more likely to purchase pet oral care/dental hygiene products.

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 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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The report highlights how the essential economic optimism of Millennials augurs well for the pet industry. For example, national Online Consumer Survey data cited in the report show that pet owners in the 18- to 34-year-old age group are much more likely than those in the 35-and-over age group to expect to spend more for pet products and pet care services during the next few years.

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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
- Millennials 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
- Millennials 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)

Millenials 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

Millenials 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

Younger Dogs or Cats More Common in Millennial Households

Table 3-6 Pet Owners with Multiple Pets by Type of Pet by Age Group, 2015

Table 3-7 Age of Dogs Owned, Millennial vs. Other Dog Owners, 2016

Smaller Pets Catch Millennials’ Eyes

Table 3-8 Age of Cats Owned, Millennial vs. Other Cat Owners, 2016

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

Figure 3-2 Percent Agreeing “I Consider My Pets a Part of the Family,” Millennial vs. Other Pet Owners, 2015

Table 3-9 Size of Dogs Owned, Millennial vs. Other Dog Owners, 2016

Trends in Millennial Pet Ownership

Multicultural Millennial Pet Owners Especially Important

Figure 3-3 Percent Agreeing “I Consider My Pets a Part of the Family,” Millennial vs. Other Pet Owners, 2015

Table 3-10 Number of Adults Owning Pets by Age Group, 2007-2015 (in thousands)

Latinos Are Key Millennial Pet Owner Segment

Table 3-11 Trends in Growth in the Number of Pet Owners by Race and Hispanic Origin, 2007-2015

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)

Millenials 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

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

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

Table 3-24 Devices Used to Track Activities and Health of Pets, Millennial vs. Other Pet Owners, 2016

Demographic Highlights of Millennial Pet Owners

Millennial Pet Owners Form Distinct Consumer Segment

Gender and Race and Hispanic Origin

RESEARCH AND MARKETS
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
Raw Diet Preferred for Pets
Table 4-14 Type of Pet Food Purchased or Used in Last 30 Days, Millennial vs. Other Pet 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 Favorited 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

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
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
Hispanic Millennial Pet Owners More Acculturated than Other Latinos
Table 5-6 Use of Smartphone When Watching TV, Millennial vs. Other Pet Owners, 2015
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

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