Quotient
THE RESULT OF KNOWING

Quotient Special Report:

Fur Baby Boom

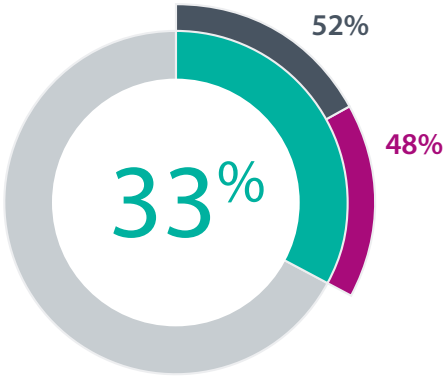
The events of the past year created a fur baby boom unlike any in recent memory.

33% ADOPTED A PET DURING THE PANDEMIC

Our survey of over 1,000 US dog and cat owners aged 18+ shows that one-third **(33%)** adopted a pet during the pandemic. Of those who adopted pets, **52%** were male and **48%** were female. Almost all **(84%)** anticipate that pet food will be their biggest cost of pet ownership, followed by medicine and veterinary care **(45%)**, as well as treats **(44%)**, toys **(29%)** and grooming products **(19%)**. Most respondents **(80%)** rely on standard wet/dry food to feed their furry friends, but **17%** said they usually cook for their pet. More male respondents **(55%)** than female respondents **(45%)** cook for their pet.

Over three quarters **(78%)** view their pet as a best friend and/or family member, and it shows in what they purchase. Respondents plan to spend an average of **$87.23** on "gotcha" day or anniversary gifts for their pet in 2021. And in 2020, a year in which consumers saved their money, **16%** pampered their pets with gourmet foods and meal subscription services. This supports Quotient's internal data, which also showed that pets are eating premium food. Non-dry dog food sales, including wet and moist dog foods (which tend to be more expensive), are up **25%** compared to their pre-pandemic sales.[1]

It is clear that the massive increase in pet adoption is influencing consumers' purchasing decisions and will continue to do so for years to come. This will create a long-lasting opportunity for retailers and brands to take action. They can better identify and serve their customers—and their furry friends—with promotions that are designed to fulfill their individual needs.



Results by **gender:**

[of those who adopted during the pandemic]

52% were male &
48% were female

78%

view their pet as a best friend/family member

$87.23

average amount respondents plan to spend on 'gotcha day'/ anniversary gifts in 2021

Censuswide results:

1,017 dog and/or cat owners in the US (18+) June 7-9, 2021

Methodology

The research was conducted by Censuswide, with 1,017 dog and/or cat owners in the US (18+) between June 7-9, 2021. Censuswide abide by and employ members of the Market Research Society which is based on the ESOMAR principles.

Source 1: Quotient Internal Data (1/1/21-4/30/21 vs. 1/1/20-2/16/20)

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Q1. DID YOU ADOPT YOUR PET DURING THE PANDEMIC?

• One-third **(33%)** of dog and cat owners in the US surveyed adopted their pet during the pandemic.

• Just over two in five **(41%)** male dog and cat owners in the US surveyed adopted their pet during the pandemic, compared to under three in 10 **(27%)** female dog and cat owners in the US surveyed.

• Millennials/Gen Y (Aged 24-42) respondents were the age group most likely to have adopted their pet during the pandemic **(43%).**

Q2. WHAT WAS YOUR MAIN REASON, IF ANYTHING, FOR GETTING YOUR PET?

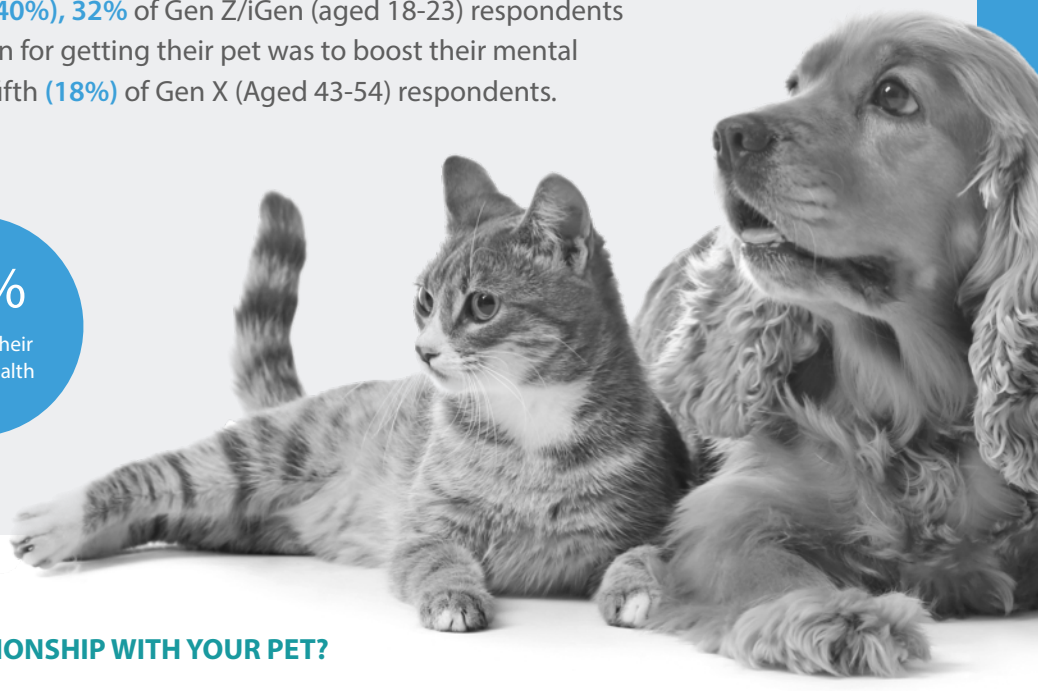
• The main reason for getting a pet for those surveyed was because children/other family members have been wanting one for a long time, with just over one-third saying so **(34%).**

• One-quarter **(25%)** of dog and cat owners in the US surveyed said their main reason for getting their pet was to boost their mental health.

• While millennials/Gen Y (Aged 24-42) mainly adopted pets for children/other family members who had been wanting one **(40%), 32%** of Gen Z/iGen (aged 18-23) respondents were most likely to say their main reason for getting their pet was to boost their mental health. This is compared to under one-fifth **(18%)** of Gen X (Aged 43-54) respondents.

34%
children/other family members have been wanting one for a long time

25%
to boost their mental health



Q3. HOW DO YOU VIEW YOUR RELATIONSHIP WITH YOUR PET?

• Over three-quarters **(78%)** of those surveyed said they view their pet as a best friend/family member.

• One in 16 **(6%)** respondents said they view their pet as a starter child.

• Over four in five **(84%)** baby boomers (Aged 55-73) surveyed said they view their pet as a best friend/family member, compared to under three-quarters (73%) of Gen Z/iGen (Aged 18-23) respondents.

78% *of those surveyed said they view their pet as a best friend/family member*

1 IN 16
respondents said they view their pet as a starter child.

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Q4. WHERE, IF ANYWHERE, DO YOU PRIMARILY SHOP FOR YOUR PET? (TICK UP TO THREE)

- Top three places where respondents primarily shop for their pets:
  1. Pet superstores **(48%)**
  2. Online pet retailers **(28%)**
  3. Big box retailers **(23%)**

- Male respondents are more likely than female respondents to primarily shop for their pet at a pet superstore **(54% vs. 44%).**

- Millennials/Gen Y (Aged 24-42) respondents were the most likely age group to primarily shop for their pet at a local, boutique pet store **(24%).**

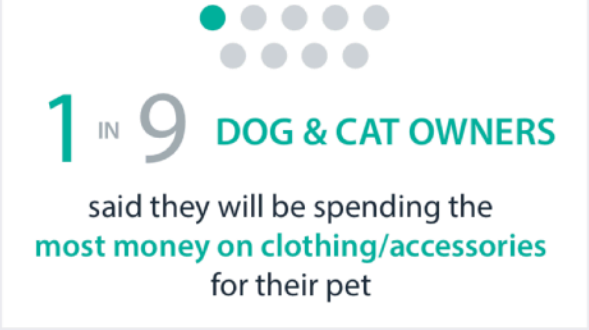
- Baby boomers (Aged 55-73) shop at pet superstores **(39%)** the most; however, they also enjoy shopping at big box retailers **(31%).**

Q5. THINKING ABOUT THE NEXT 12 MONTHS, WHAT, IF ANYTHING, WILL YOU SPEND THE MOST MONEY ON FOR YOUR PET? (TICK UP TO THREE)

- The top five things dog and cat owners in the US surveyed will be spending the most money on for their pet in the next 12 months are:
  1. Food **(84%)** 2. Medicine/Vet **(45%)** 3. Treats **(44%)** 4. Toys **(29%)** 5. Grooming Products **(19%)**

- One in 9 **(11%)** dog and cat owners in the US surveyed said they will be spending the most money on clothing/accessories for their pet in the next 12 months.

- Millennials/Gen Y (Aged 24-42) respondents are most likely to say they will be spending the most money on clothing/accessories for their pet in the next 12 months **(15%)**, compared to **4%** of baby boomer (Aged 55-73) respondents.



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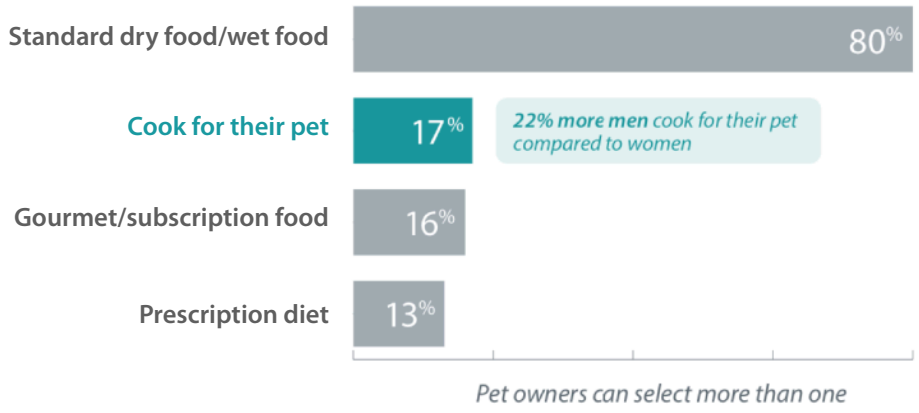
Q6. WHAT DOES YOUR PET USUALLY EAT? (TICK ALL THAT APPLY)

• Four in five **(80%)** respondents said their pet usually eats standard dry food/wet food.

• Almost one-fifth **(17%)** of dog and cat owners in the US surveyed said they usually cook for their pet. More male respondents **(55%)** than female respondents **(45%)** cook for their pets.

• One in six **(16%)** respondents said their pet usually eats gourmet/subscription food. Generationally, **21%** of Gen Z/ iGen (Aged 18-23) and **21%** of millennials/Gen Y (Aged 24-42) also take part in these food services.

• Nearly one in seven **(13%)** of those surveyed said their pet usually eats a prescription diet.



Pet owners can select more than one

Q7. IN THE NEXT 12 MONTHS, DO YOU PLAN TO PURCHASE ANY OF THE FOLLOWING FOR YOUR PET? (TICK ALL THAT APPLY)

• Over two in five **(42%)** respondents plan to purchase a holiday/Christmas gift for their pet in the next 12 months.

• Two in five **(40%)** respondents plan to purchase a birthday gift for their pet in the next 12 months.

• Over one-third **(35%)** of respondents plan to purchase a special occasion cake/treat for their pet in the next 12 months.

• Just over one-fifth **(21%)** of respondents plan to purchase a Halloween costume for their pet in the next 12 months.

• One in six **(16%)** respondents plan to purchase a "gotcha" day/anniversary gift for their pet in the next 12 months.

• Almost one in seven **(13%)** respondents plan to purchase a Valentine's Day gift for their pet in the next 12 months.

2 IN 5

Pet owners plan to get a

holiday/Christmas gift

for their pet and plan to spend

$57 ON AVERAGE

1 IN 5

Pet owners plan to get a

Halloween Costume

for their pet and plan to spend

$59 ON AVERAGE

1 IN 6

Pet owners plan to get a

"gotcha" day/anniversary gift

for their pet and plan to spend

$87 ON AVERAGE

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Q8. ON AVERAGE, HOW MUCH DO YOU PLAN TO SPEND ON EACH? *THOSE WHO PLAN TO PURCHASE ANY OF THE FOLLOWING FOR THEIR PET:

- On average, respondents plan to spend **$57.35** on a holiday/Christmas gift for their pet.
- On average, respondents plan to spend **$59.48** on a Halloween costume for their pet.
- On average, respondents plan to spend **$61.88** on a birthday gift for their pet.
- On average, respondents plan to spend **$87.23** on a "gotcha" day/anniversary gift for their pet.
- On average, respondents plan to spend **$89.94** on a Valentine's Day gift for their pet.
- On average, respondents plan to spend **$54.21** on a special occasion cake/treats for their pet.

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