

# From Fido To Astro

*Pet Care Marketing  
Goes High-Tech*



**Keen**<sup>®</sup>  
Model Your Brand Winning



Far from fighting for table scraps, pet care products are enjoying a boom in demand and growth, as more than 67 percent of American households now own a pet, driving the market value close to \$100 billion, according to the American Pet Products Association (APPA). Some 60.2 million households own dogs, compared with 47.1 million that own cats (Households that own both dogs and cats are counted in both groups.)

While this bodes well for pet food and pet care products overall, intense and mounting competition in an increasingly crowded segment can leave marketers fighting like cats and dogs for market share.

***Here are three trends pet-industry marketers should pay attention to in planning for 2022 and beyond.***

### ***Trend #1: “Big Dogs Lead, But The Pack Is Growing”***

Purina, a subsidiary of Nestlé (and Keen client), spent more than \$100 million on paid advertising in 2019. Together Purina and Mars contribute more than \$30 billion of total industry revenue.

While these companies take a big bite out of the available market, consumer hunger for quality and niche offerings leaves space for smaller brands to thrive as well.

As Loli Macridi, an analyst at Edge by Ascential, explains, “We are seeing the pet humanization trend proliferate, being increasingly influenced by human trends, such as ethical spending, which means there is a bigger focus on health, wellness, sustainability, and transparency.”

Brands that differentiate around such qualities will find strong, loyal communities of consumers awaiting them. And the opportunity extends well beyond food products.



## Trend #2: “People And Pets: Birds Of A Feather”

A growing number of consumers say they view their pets as “family,” APPA surveys show, and they’re spending habits back up their claims.



“Increasingly everything that people need for themselves, they also need for their pets, so they are willing to splurge on luxuries like beds, toys, clothing, travel accessories, gifts and grooming services, along with the necessities including collars, leashes, bowls, medicine and veterinary services.”

This “premiumization” is driving growth in specialty products and brands across the wide range of items for pets, most especially for food, according to market researcher Pamela N. Danziger.

Opportunities to diversify product offerings will remain a lucrative way to gain share and drive revenue.

## Trend #3: Cats Aren’t The Only Ones Who Love Laptops

Almost one-third of global pet care sales will come from e-commerce by 2026 according to global market research company Euromonitor International.

When it comes to online pet care, PetSmart and PETCO account for nearly half of all online pet-product revenue.

Optimizing online marketing is a great opportunity to drive revenue, while reinforcing brand equity, and building community and influencer engagement.

“Some of our clients have created discrete models to optimize their smaller, but high-growth online channels, and then folded those findings back into their overall channel mix analysis with great results,” Keen CRO Enid Maran explains. “By running both digital and brick-and-mortar models, they are able to more easily understand and optimize each ecosystem and what’s driving momentum in each.”



## Want To Continue Learning? Check Out These Resources:

[How to optimize your burgeoning online channel in a post-pandemic market](#)

[How a different breed of dog—hot dogs actually—leveraged machine learning software to drive \\$1.5 million in incremental revenue](#)

[How a retail store leaned on analytics to go from shutdown to rebound](#)