



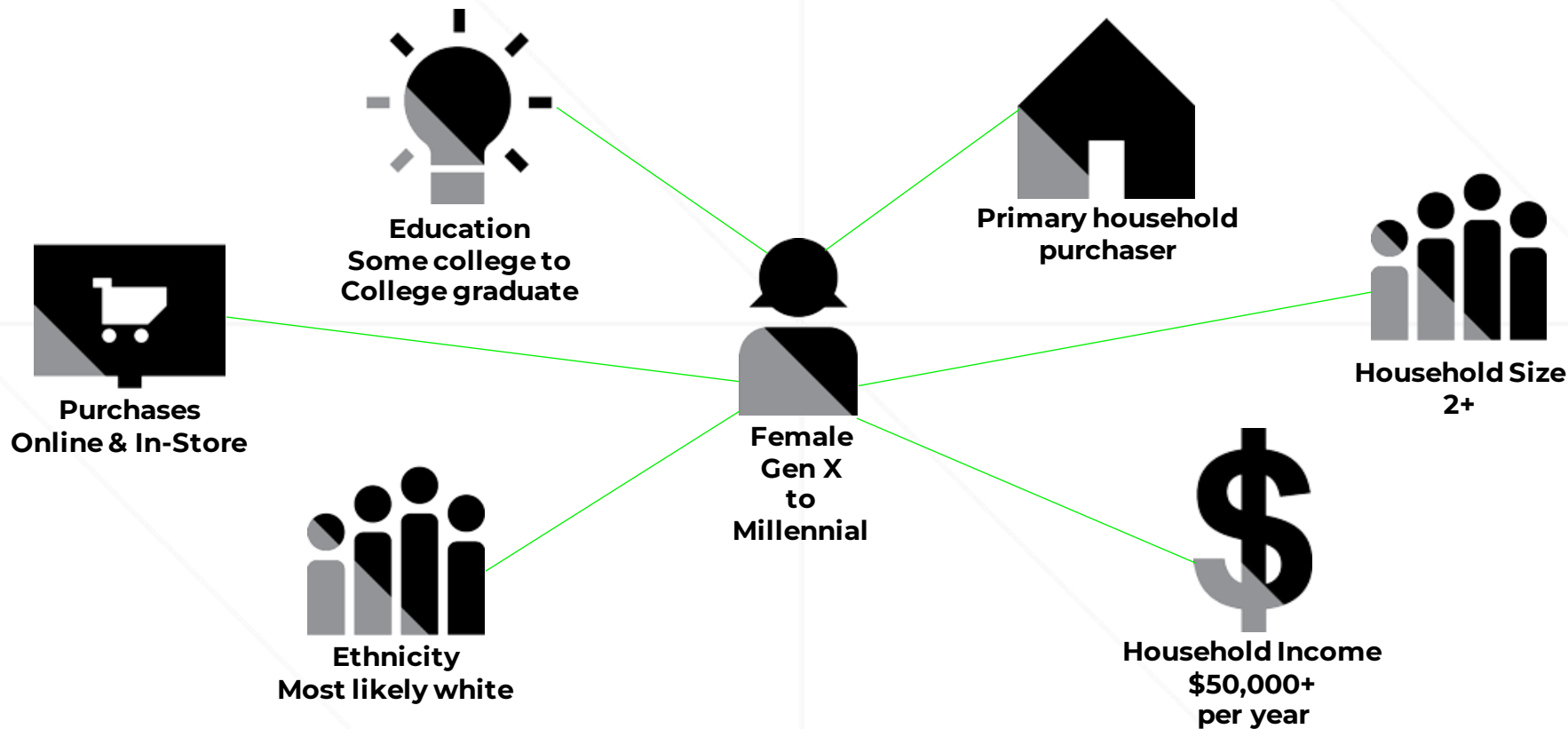
Today's Pet Parents

Infographic

May 2022



Largest pet parent demographic



Age: The biggest differentiator

Pet Care

Age	\$ Index	Buyer Index
18-24	54	84
25-29	81	93
30-34	83	95
35-44	101	101
45-54	122	106
55-64	125	107
65-79	104	104

% of pet care dollars spent online

Age	Year Ago	Current Year
18-24	22.9%	26.7%
25-29	33.3%	40.1%
30-34	34.0%	41.8%
35-44	34.7%	39.7%
45-54	31.1%	35.4%
55-64	32.7%	35.6%
65-79	34.3%	36.1%

Source:
1. NielsenIQ Omnishopper 52 weeks ending 1/29/22
2. NielsenIQ Omnisales 52 weeks ending 1/29/22

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Want to determine your primary customer demographic?

How NielsenIQ can help

NielsenIQ has the most complete coverage of pet market consumer intelligence and insights across the pet industry. Our suite of solutions aligned to the pet market offer robust coverage to deliver in-depth insights.

Are you ready?

Request a consultation