

Spotlight on:
The state of the
pet care industry
in 2023

NIQ Brandbank



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You have growth goals. And we're a strategic digital marketing agency brimming with passionate people who deliver results with outstanding service. Plus, we protect our planet along the way.

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Meet the experts: Fountain Partnership

Libby Masters

Libby is responsible for developing, implementing, and overseeing strategy for our search-engine-optimization (SEO) clients.

Before starting at Fountain, Libby was an SEO Manager for a fitness equipment brand. This client-side experience has been incredibly valuable when moving to an agency role because she can understand the in-house perspective.

The main reason Libby loves digital marketing is because it's like completing a giant jigsaw puzzle, and SEO is so broad. One day, she could be creating an outreach campaign for a client and another fixing on-site technical issues. No two days are ever the same!

Libby is also a keen runner and enjoys walking her dog, Arty.



Noel Gonzales Hernandez

On a day-to-day basis, Noel manages paid media campaigns on different platforms, including Google Ads, Microsoft Ads, Facebook Ads, and Amazon Advertising.

With a Bachelor of Engineering degree in Telecommunication Engineering, a Postgraduate Diploma in Journalism, and an M.A. in Literary Translation, Noel started working in digital marketing in 2010. His experience comes from being both in-house and agency-side, which has given him a solid background in advertising that he brings to the fore for his portfolio of clients.

With a broad range of clients to manage, he enjoys learning about multiple industries, technologies, markets, and customers.

In his spare time, Noel enjoys being with his children, reading, cycling, and going to the beach.



Who is the 2023 pet owner

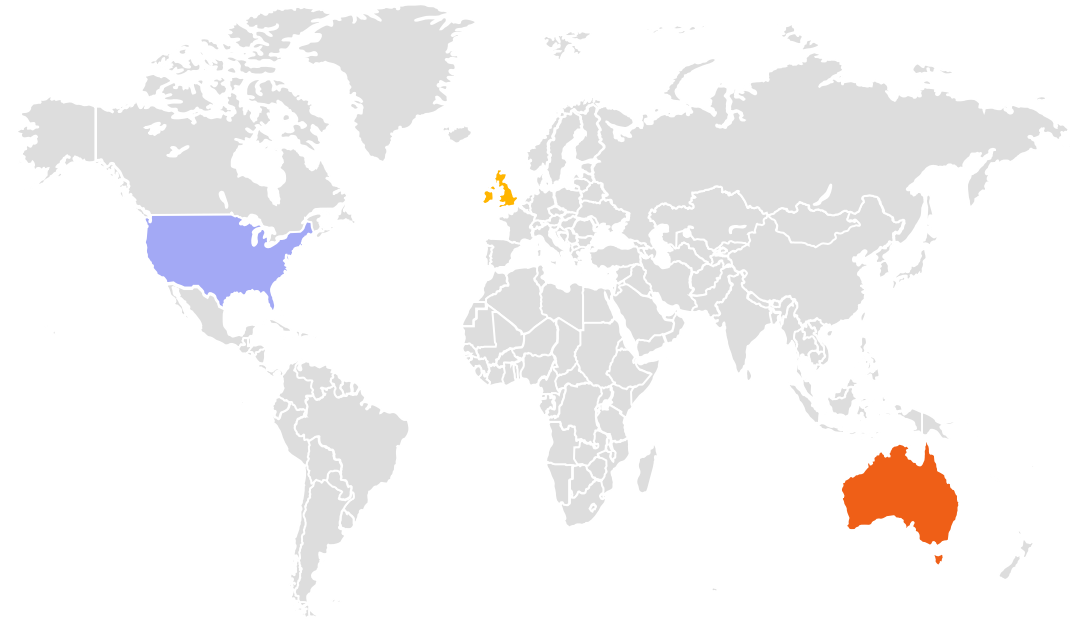
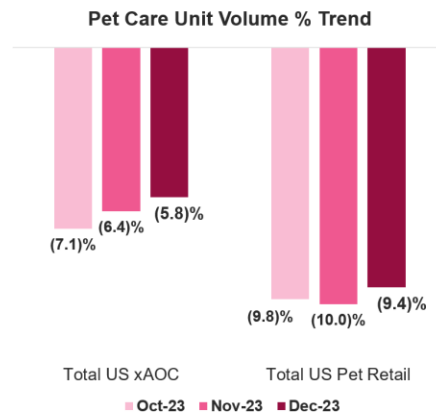
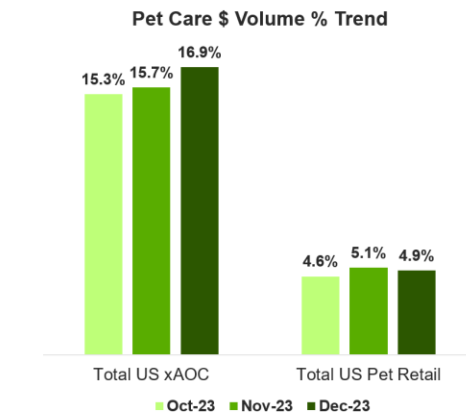
Pet ownership around the world peaked during the pandemic years.

The United States is the top country in the world for both dog and cat ownership. There are approximately 70 million domestic dogs and 74 million domestic cats in the United States.

In fact, more than half of all families in the United States have at least 1 dog or 1 cat in their household.

The pandemic presented the perfect opportunity for many households to add a pet, meaning there are now more pets than ever around the world. Indeed, more than 2 million people adopted a pet during the U.K.'s pandemic lockdowns, while in Australia, over a million pets were adopted during the height of the pandemic, meaning there are more pets around the world than ever before.

However, NIQ research indicates that while more pets may be worldwide, the most significant revenue opportunities lie with existing shoppers; brands and retailers must pay close attention to customer retention and invest in gaining new customers.



Unit sales are down, but the total dollar value is up.

Recent NIQ analysis found that in the U.S., the unit volume sales of pet products decreased. Still, the dollar value growth increased, indicating that shoppers in the U.S. are willing to pay more, at perhaps premium prices, for products but are, in general, buying less.

In fact, NIQ has noticed that while sales of expensive pet food meals are down, shoppers are still willing to spend more on higher-priced supplements that complement and improve ordinary kibble-type products.

This tells us that the 2023 pet shopper is cautious with spending but willing to pay higher price points for items that suit their specific needs, support the overall health and wellness of their pets, and are willing to pay more for products that look after the health of their pet.

Source: Pet Ownership Statistics by Country 2023, World Population Review, 2023, <https://worldpopulationreview.com/country-rankings/pet-ownership-statistics-by-country>
 Source: Global State of Pet Care, Health for Animals, September 2022, www.healthforanimals.org/reports/pet-care-report/global-trends-in-the-pet-population/

Spotlight on: The pet care industry in 2023

We've investigated the trends in the pet care industry and explored how brands can remain competitive and discoverable in 2023.

Pet ownership around the world boomed during the pandemic, as many turned to furry friends for emotional support and to improve their own well-being. Many who previously put off owning a pet found themselves with more time at home and more time to care for and look after an animal.

More than half of the world's population is estimated to own at least 1 pet.

As well as an increase in the number of pets, there is a general increase in awareness of the health and wellness needs of their pets among pet owners. Higher levels of disposable income, increased access to information and awareness of pet health, and a growing demand for convenience have reshaped the way people shop for their pets.

E-commerce in the pet category has grown in recent years as shoppers seek convenient and personalized shopping experiences for their pet food, supplements, toys, and more.

According to market research, the global pet care e-commerce market is expected to reach a value of \$87.43 billion by 2027, growing at a compound annual growth rate (CAGR) of 12.49% from 2020 to 2027. And it is assumed that nearly one-third of global pet care sales will be made through e-commerce by 2026.



This report examines the humanization of pets and the growing demand for personalized pet care shopping experiences, as well as examines the way 2023 pet owners shop and the ways in which brands and retailers can meet these emerging trends and expectations.

Note — While this report discussed the pet care industry overall, it will mainly focus on the 2 largest pet types — dogs and cats. To find out more about smaller pet categories and learn more information about overall pet care sales trends, check out the NIQ Pet Care Hub.

NIQ defines pet food as cat and dog, dry, wet, and treats, where data discusses pet food.

The omnichannel pet owner

So, where are pet shoppers choosing to shop?

E-commerce growth within the pet care category is rapidly increasing. NIQ data for the U.S. pet care market indicates that in 2022 online sales made up 38% of total pet care sales, an 18.8% increase from the previous year.

Online pet care shoppers have access to a 24/7 marketplace of products to suit their specific pet needs, as well as options to subscribe and save, meaning shoppers remove unnecessary trips in-store to purchase the same items each month.

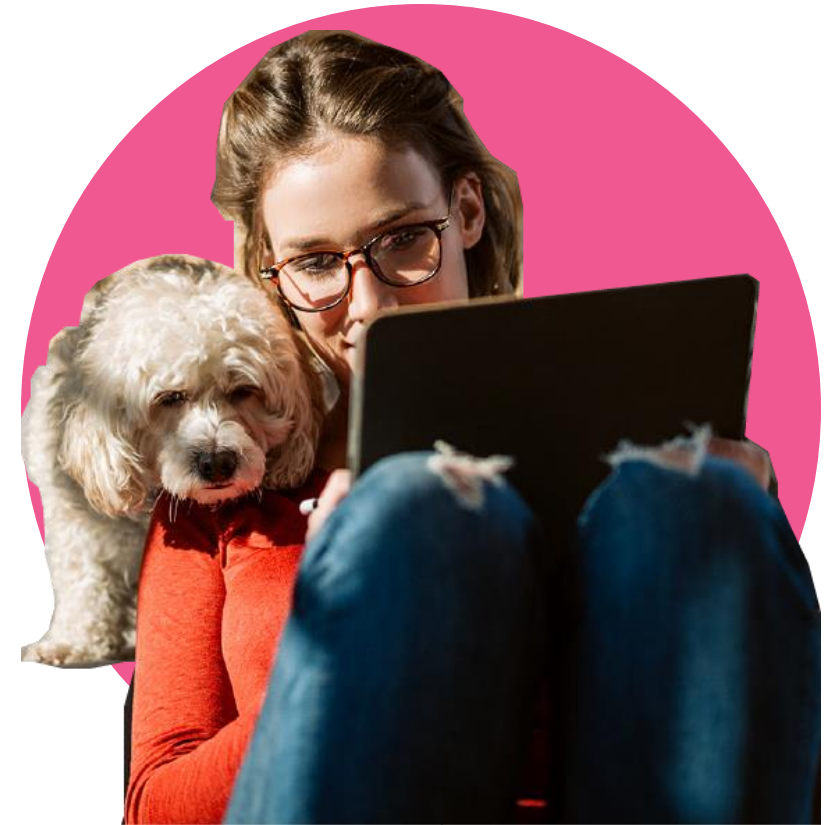
By 2026, **almost one-third of pet care sales are expected to be made via e-commerce channels.**

However, it is clear that a large segment of shoppers haven't fully moved to one or the other, and we are more commonly seeing a blended approach to pet care shopping. In general, **more than 1 in 5 (22%) shoppers now plan an in-store shopping trip combined with a prior online order.**

In fact, NIQ data indicates that the shoppers with the most spending power in the pet care category are those that shop across the omnichannel. Those that shop online exclusively only make up 3% of dollar spend, while those that shop exclusively in-store make up around 36% of dollar spend. The remaining 61.1% of dollar spend is made up of shoppers that shop in a mixture of e-commerce and brick-and-mortar stores.

This means pet owners are shopping at multiple purchase points, perhaps utilizing the convenience of a deliver-to-door subscription service for daily essentials, but shopping across the omnichannel for other pet care items like treats, toys, and accessories.

It's, therefore, critical that product information and quality remain consistent across the entire omnichannel experience to maintain brand consistency and, ultimately, loyalty. It is essential that brands manage strategies that can compete successfully across the omnichannel.



Pets as children

The phrase "pet parent" is quickly becoming commonplace in the pet-owning community and has been picked up by many pet care brands within brand messaging and advertising.

In the U.K., 1 in 3 pet owners say they consider themselves to be parents to their pets, and in America, a recent survey from Rover.com revealed that 94% of U.S. pet owners view their pets as part of the family.

According to a 2022 poll, 70% of Gen Z young adults prefer to adopt a pet rather than have children.

So, with people viewing their pets as extra children or even child replacements, are they treating them more like human children than dogs and cats?

Viewing their pets as family members appears to have increased the premiums owners are willing to pay to care for their pets. NIQ data indicates that the average value of a U.S. pet buyer in 2022 increased by 10.7% for a total of \$680. The average spend is up, and it is clear that pet owners are prepared to spend more on the well-being of their pet children.

Millennials tend to be the most financially supportive, with an average monthly budget of \$216 and total spending of around \$198 to ensure the health and well-being of their furry companions.

As well as the money shoppers are willing to spend, viewing their pets as children has seen a growth in the humanization of pets and their search attributes.

Humanization appears to have been infiltrating the pet care industry over the past several years, with growth in searches for "human grade" and the emergence of pet-food brands that are "tested by humans," indicating that pet parents are increasingly seeking out products and attributes that replicate the human diet and overall wellness experience.

Source: YouGov: Matthew Smith, "Cat mums and dog dads: Around one in three consider themselves their pet's 'parent'," Society, May 6, 2022, yougov.co.uk/topics/society/articles-reports/2022/05/06/cat-mums-and-dog-dads-around-one-three-consider-th
Source: Lengow Blog: Adrian Gmelch, "The Booming Pet Supplies E-Commerce Market," E-commerce Trends, December 12, 2022, blog.lengow.com/e-commerce-trends/the-booming-pet-supplies-e-commerce-market/



Pet humanization

NIQ Brandbank powered by Label Insight investigated trending attributes in the pet category between March 2022 and February 2023, which revealed a surprising number of human-like trends. Pet parents appear to be looking for products that replicate those they are adding to their shopping baskets for themselves, increasingly searching for keywords that consider health and wellness, sustainability, and other lifestyle preferences that they apply to their own shopping baskets.

A trend among many pet parents is interest in healthier, more holistic products and closer to what the rest of the family may be eating. Within the cat food and dog food category, searches for “human grade” increased from 22,911 to **28,075** within the last year. This mirrors the searches for “holistic” within the all-pet food category, with an increase of 3,911 within the previous year, bringing the total searches to **58,433**.

The humanization of pets goes further than pet owners viewing their pets as children. Pets are no longer the property of their owners but are household members, meaning their needs are starting to look a little more human.

Increasingly, the needs of pets have begun to replicate those of their owners. This takes many forms, including the diets that pet owners choose to place their pets on, for example, choosing a vegan or vegetarian diet. There is also an emergence of awareness around pet intolerances and allergies, and pet parents are increasingly seeking out attributes like “wheat-free” and “grain-free.”

Additionally, we are seeing that pet owners are more aware and more engaged with the health and general well-being of their pets and are turning to their food and supplements as preventative measures to maintain better wellness standards for their pets. Pet food increasingly needs to be functional, relieving pet stress and curing ailments like smelly breath and flatulence; pet food must perform more functions than ever before. As the demand grows, there are more spaces and gaps across the industry for new brands and retailers to innovate and fill.



+22.53%
increase in
searches for
“human
grade”

+7.17%
increase in
searches for
“holistic”

The humanization of pets has also meant that shoppers increasingly opt for premium pet care products. Basic and boring are not good enough for beloved children, and the majority of younger pet owners care more about what their pets are consuming than ever before.

The biggest impact of the humanization of pets is the influx of personalization across the pet category. Much as humans expect personalized shopping experiences that cater to their specific needs, we are seeing them transfer this expectation to shopping for their pets.

Source: NIQ Brandbank Powered by Label Insight, Total Pet Care; Total US xAOC; 52 weeks W/E 02/25/23 v s 3YA

Key 2023 pet trends

What are the key pet trends that brands and retailers need to pay attention to?



Freeze-dried, dehydrated, and frozen

As many are searching for products that look more appetizing, pet owners are searching for unique manufacturing techniques that can provide an alternative to traditional dried pet foods. Searches for “dehydrated/dried,” “freeze-dried,” and “air dried” all increased within the last year, showing that pet parents are interested in more nutrient-dense, complete options for their furry family members. Additionally, searches within the all-pet food category for “raw” increased by **35,180 for a total of 161,613 from March 2022 to February 2023**.

The biggest areas of growth in the pet care category are in these dehydrated, freeze-dried, and frozen pet food product ranges. NIQ Data indicates that there is a **24.7% growth in dollar sales for freeze-dried and dehydrated dog food from 2021 to 2022**, a number that seems to be increasing as we continue through 2023.

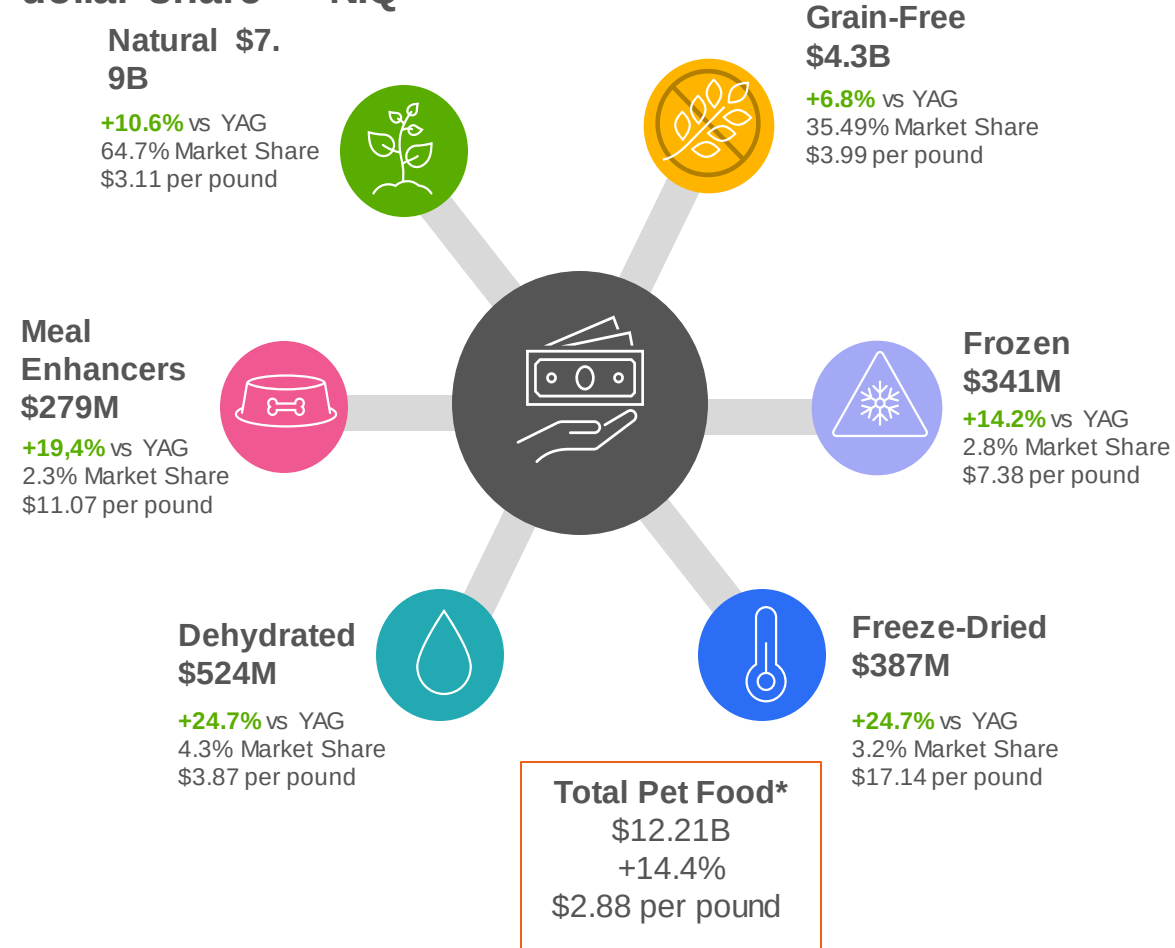
Freeze-dried, air-dried, dehydrated, and cold-pressed products appeal to the pet owner that is looking for all the attributes of a raw product without the hassle of needing fridge space, dealing with issues of short-term use-by dates, and therefore increased trips to the store or frequent purchases and delivery. NIQ data indicates that “freeze-dried, dehydrated, and topper products are growing at an accelerated rate, leading all other segments in growth. Freeze-dried and toppers carrying a much higher average equivalized price point compared to total pet food.” This indicates that while the products often come at a higher price point, pet shoppers are, on average, willing to spend more for these items.

What does the growth in popularity of “freeze-dried” look like from a paid SEO perspective?

“Searches for terms around food packaging are going up considerably year on year, with keywords such as ‘freeze-dried pet food’ and ‘frozen pet food’ increasing by **300% and 150%** respectively in the U.K. This, paired with the fact that cost-per-click is relatively low compared with other pet care keywords (top of page bids in the low range are between £0.61 and £1.73) makes it an attractive category to push via paid search.”



Niche products like freeze-dried, dehydrated, and toppers **outpace** total pet food despite a smaller dollar share — NIQ



Freeze-dried case study — Ella & Co

Ella & Co is a U.K.-based direct-to-consumer (D2C) dog food company owned and operated by James Middleton.

The products created by Ella & Co are all freeze-dried, air-dried, or cold-pressed versions of raw food, and they have used this as their main unique selling proposition (USP) and their differentiator in a crowded pet care market.

The brand's messaging comes personally from James himself, who created the brand to take care of his own dog Ella, whom he states helped him through battles with mental health issues. The company's message states that James wanted to start taking care of his animals as much as they had taken care of him. The company even positions itself as a health and well-being company for dogs, not simply a dog food brand.

This brand messaging is strong throughout the D2C website, as images of James and Ella can be seen throughout, as well as a focus in the health and nutrition aspects of the products they sell.

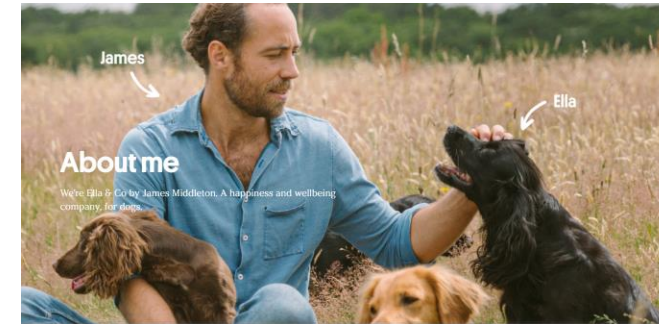
Shoppers are invited to explore how each product is made, with accompanying images that emphasize the ingredients within the final product — allowing shoppers to gain a transparent view of the manufacturing process of their products and opening the door to transparency.

Like other brands we've highlighted within this report, Ella & Co calls out that their products are human-grade throughout the website, appealing to those shoppers that now take this into consideration when purchasing pet food. Their promise is that each ingredient within their pellets of dog food is the same that the pet parent would put on their own plate and consume.

What can brands learn from Ella & Co's approach?

Ella & Co exemplify the transparency that shoppers are increasingly looking for, providing shoppers with complete overviews of the process of creating their food and allowing pet parents complete insight into the food their dog is consuming. They have also centered their brand messaging around the trends in pet care and have positioned themselves as more than simple dog food.

Ella & Co



100% human-grade

Our ingredients are what truly set us apart. We use the same human-grade ingredients that you put on your plate.

No preservatives, no fillers, no artificial nonsense.

[OUR INGREDIENTS](#)



Cooling

We begin by mixing a natural blend of meat, vegetables and fruit together with cold water.



Pressing

The ingredients are then gently pressed under a low temperature (42-47 °C) for a few seconds, sealing in the natural nutrients and flavour.



Moulding

The mixture is finally moulded into tasty pellets, to create a complete and balanced diet for your dog.

Freeze-dried raw food

Stored at room temperature

Freeze-drying removes water from natural ingredients, creating a nutrient-dense, microbiologically raw nugget.

- 100% raw, complete & balanced
- Provides all the health benefits of raw
- Stored at room temperature
- Suitable for dogs over 10+ months

[SHOP FREEZE-DRIED RAW FOOD](#)



Health, wellness, and supplements

Continuing the trend of the humanization of pet care, an increasing number of products are emerging that focus specifically on the health and wellness of pets.

One of the largest emerging trends of the past several years is the growth in pet supplements and vitamins that are used by pet parents in addition to the food they are purchasing.

NIQ data indicates that while pet owners may be more cautious with their spending due to the global cost of living crisis, an overall increase in awareness of pet wellness sees pet parents willing to pay higher price points for supplements and food toppers that complement the pet food they are purchasing, regardless of the higher average price points those products come in at.



Pet wellness in paid SEO: Noel’s view

“In general, this is an extremely competitive market. Nearly all the keywords analyzed have a competition (indexed value) score of 99 or 100 in a 0 to 100 scale. This translates into expensive cost-per-clicks, with terms such as 'cat vitamins' and 'dog supplements' reaching eye-watering £28.65 and £14.64 top-of-page bids, respectively. This is indeed something to consider, but I think that a well-planned media strategy that uses, for example, long-tail keywords instead of generic ones could be successful.”

Keyword	Avg. Month Searches	3 Month Change	YOY Change	SEO Competition
Cat Supplements	590	0%	50%	High
Cat Vitamins	720	0%	0%	High
Pet Supplements	210	-19%	0%	High
Pet Vitamins	90	0%	0%	High
Dog Supplements	2400	0%	21%	High
Dog Vitamins	1900	26%	0%	High

Fountain Partnership Analysis *June 1, 2022 – May 31, 2023

Source: NIQ, RMS Scan, Total US xAOC v/s Pet Retail, L4WIE 12/31/22

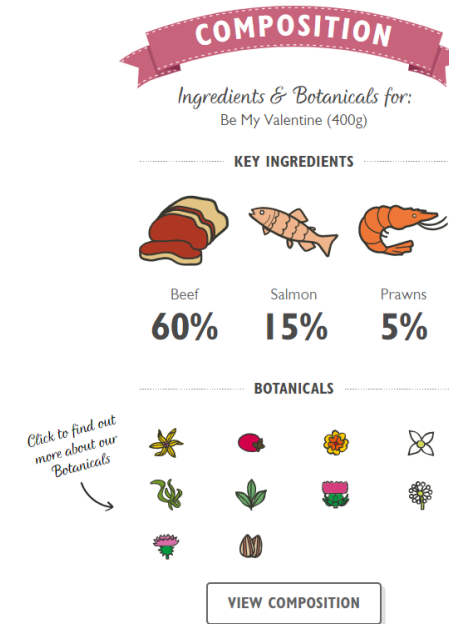
Healthy food and supplements



U.K.-based pet food brand Lily's Kitchen focuses on creating healthy pet food and transparency for their shoppers, adding rich media content to their D2C platform that helps shoppers go beyond the pack while shopping for their pet food.

Lily's Kitchen features product photography next to each product on their website that visually shows the shopper the ingredients of their pet food as well as detailing the specific use for each ingredient. As seen in the product images for Coronation Chicken dog food, the shopper can explore inside the product packaging and is presented with more than just an image of the final result. This keeps the shopper informed and aware of why this product and ingredients match the specific needs of their pets.

Product transparency is vital to shoppers across categories, but when it comes to pet parents who care deeply about what their pets are consuming, those brands that can offer full transparency will resonate better with pet owners and ultimately win out over those who can't offer the same levels of transparency.



Lily's Kitchen is also a sustainable company that is certified as a B Corp to appeal to shoppers that care about sustainability

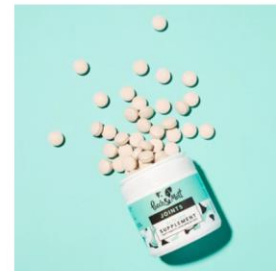


- STIFF JOINTS & JOINT COMFORT
- MOBILITY & JOINT HEALTH
- BONE STRENGTH & BONE DENSITY



★★★★★ (362)

MOBILE BONES FOR DOGS
£10.99



★★★★★ (201)

JOINT CARE SUPPLEMENT FOR DOGS
£14.99

[More Info](#)



Pooch & Mutt is a U.K.-based cat and dog food company that produces a line of pet food supplements, vitamin tablets, and food toppers that are focused on health and wellness solutions for pets.

For example, Mobile Bones, a joint and bone supplement that is targeted at aiding a dog's mobility and joint health, with bone-strengthening ingredients, is designed to be added to the dog's existing meals. Pooch & Mutt even produces pet vitamins that are much more reminiscent of the tablet vitamins that humans take, offering another form of supplement to care for a dog's bones and joints.

These products are designed to supplement a dog's meals, and the brand centers itself on its impact on a pet's health beyond simple nourishment.

Sustainable and organic

Much like other areas of the fast-moving consumer goods industry, shoppers are increasingly seeking out sustainable products to purchase for their pets. This includes a multitude of different aspects of a product, including packaging, supply chain practices, and, most evident, organic and responsibly sourced ingredients.

An increase in the number of pets and the subsequent rise in demand for pet products has brought sustainability to the forefront of pet shoppers' minds. Shoppers are looking for sustainability across the supply chain, not just in the final product they purchase.

As the demand for sustainable practices and products increases, the number of brands creating sustainable lines and product ranges, from altering packaging formulations to remove single-use plastics, to diversifying ingredients that are sourced organically, ethically, and sustainably.

Successful brands are those that are transparent, open, and honest about their sustainability measures and objectives. Those that allow shoppers complete insight into all aspects of the products they are purchasing will improve loyalty and trust, ultimately boosting sales.

NIQ Brandbank powered by Label Insight analysis:

Similar trends continue with pet owners searching not only for foods that are good for their pets but good for the environment as well. Searches for **“sustainable” increased from 153 searches to 232 searches within the last year**, aligning with consumers' overall increased awareness and desire for sustainable items for the entire family. The popularity of plant-based products is crossing over to pet products as well, with **“plant-based” searches increasing to 1,215 year to date, an increase of 501**. In the overall pet food category, including both dog and cat foods, online searches for **“vegan” and “vegetarian” increased from a combined 124,104 to 153,247**.

51.6%

increase in searches
for the attribute
“sustainable”

23.4%

increase in searches
for the attribute
“vegetarian” and
“vegan” in pet care



Shoppers seek sustainable options in pet care that translates to increasing \$ value

So, where are pet shoppers seeking out sustainable items?

Pet owners are looking for sustainable options for their pet care items, the same as they are in other areas of their life. This includes wanting sustainable packaging, responsibly sourced ingredients, and more. 42% of shoppers in 2023 indicate that sustainability is much more important to them than in previous years, and 92% say sustainability is important to their purchasing decisions.

This demand translates to actual value within the pet care market, and companies that don't adhere to these new shopper needs will miss out. NIQ and Label Insight analysis from 2022 shows that the claim certification "sustainability" for pet food was worth **\$778,569,765** of the total pet care market in the U.S. Similarly, the data also indicated that products with the claim "responsibly sourced" were worth **\$75,607,070** in the U.S. market in 2022.

NIQ data from their review of the pet care industry in 2022 indicates that U.S. pet owners with more than 1 animal are more likely to seek out sustainable products and purchase more items that feature sustainability claims. In fact, those with 3 or more dogs or cats per household are more likely to purchase more items with sustainability claims as they seek to narrow down waste and overconsumption of pet food that doesn't meet their pets' needs.

How do brands effectively call out their sustainability attributes?

Getting beyond the pack with product information and data opens brand transparency, particularly for shoppers that care strongly about sustainable practices. The product description page is the perfect space to get beyond the pack and connect with the shopper about your sustainable practices. This can take place in multiple forms — attribute iconography, call-out tiles in the carousel, below-the-fold rich media product content, brand marketing copy, romance copy, and so much more.

As shoppers are more cautious with spending during a cost-of-living crisis, there is no better time than now to open up your brand to become transparent and help shoppers feel more secure that their purchases align with their personal values.

92%
*say sustainability is
important today*

Change in importance versus 2 years ago



Sustainable pet care – Castor & Pollux

Castor and Pollux are a U.S.-based pet care brand that runs several lines of organic pet food for dogs and cats. Their products are available across the omnichannel in both large grocery chains like Walmart and Wholefoods, as well as their own D2C website. Their lines are set up to meet growing expectations among pet owners, and they take a transparent approach to their product marketing and attribution.

Their ranges include Organix, the first pet food brand to be established as USDA organic, and Pristine, a line that focuses on the responsible sourcing of ingredients and meat products.

The brand's website educates shoppers on why they should pick organic food for their pets, utilizing the argument that they would pick organic products for themselves and should treat their pets the same. This again appeals to the humanization trend that we have seen within the pet food category.

As well as being organic, Castor & Pollux's product lines feature some other key sustainability attributes that concern animal welfare, responsible sourcing, and the avoidance of chemicals and hormones within the ingredients used in their products.

For those pet shoppers who are more concerned about the source of their pet's food and ingredients, Castor & Pollux have launched Pristine, a separate line of dog and cat food that focuses on clean, responsible ingredients. Their D2C platform includes information for each ingredient included in the range, drilling down into what makes the ingredient organic and good for the shopper's pet.

To ensure their products are discoverable, Castor & Pollux include the key attributes and related search terms in the product name on their website. For example, "Pristine Grain Free Grass-Fed Beef & Sweet Potato Recipe with Raw Bites" which clearly identifies this product as meeting the needs of a pet parent searching for grain-free, but also raw ingredients, and responsibly sourced meat.

The packaging gives pet parents an insight into what is inside, with ingredient photos and even images of what the final product looks like, again, an example of incorporating transparency into their product packing and information. Having the images included on the pack appeals to both in-store and online shoppers.

Their line also features entire ranges of grain-free options that remain fully organic and up to the brands' organic promise but are clearly labeled on the front of the pack so they are easily identifiable on the product shelf both digitally and in-store. For e-commerce, however, they have capitalized on the space available on their website to further enhance transparency and improve their discoverability.

Castor & Pollux is clearly demonstrating that they are paying attention to the needs of modern pet shoppers and the growth in popularity of grain-free and sustainable attributes that are communicated effectively and transparently.



PRISTINE® Grain Free Grass-Fed Beef & Sweet Potato Recipe with Raw Bites



What else is trending

We've taken a closer look into the 3 main trends in 2023 pet care, but what else is trending among pet parents? NIQ Brandbank, powered by Label Insight, analyzed the top attribute trends in the U.S. to uncover what else is at the forefront of pet shoppers' minds.

Trends 	March 2022	February 2023	% increase (vs YAG)
Dental and Breath Health	174,267	232,083	+33.18%
Hairball Control	162,328	182,876	+12.66%
Limited Ingredients	481	937	+94.80%
Low Calorie	394	826	+109.64%

Trends 	March 2022	February 2023	% increase (vs YAG)
All Natural	7174	7275	+1.4%
Wheat Free	420	2009	+378.33%
Real Meat	3618	5130	+41.8%
High Fiber	374	802	+114.44%

Dental care

Another product area that has become increasingly popular and one that keenly replicates the human experience is dental care. In fact, Label Insight data from the U.S. market indicates that attribute searches for cat dental and breath health increased from 174,267 searches to 232,083 searches. This shows a **33.18% increase** from March 2022 to March 2023 and shows that pet owners are searching for dental products at an increasing rate.

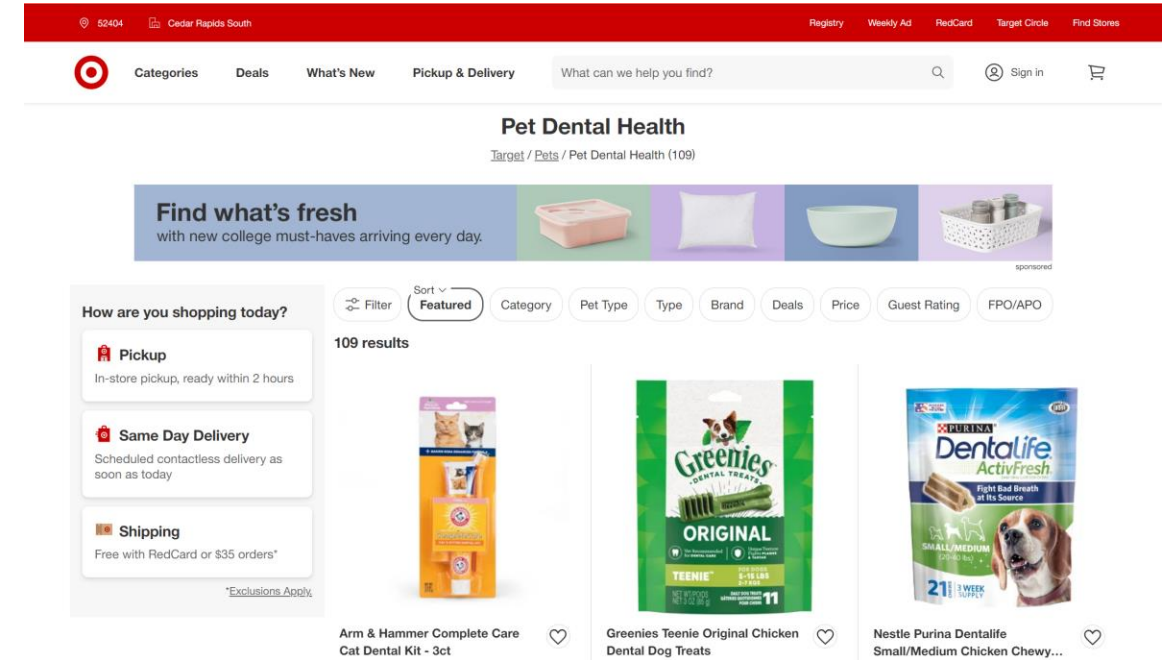
U.S. retailer Target has met the increasing shopper demand for dental health and features an entire landing page for pet owners searching for dental care products for their pets that currently offers shoppers over **100 different product options**.

Creating a landing page dedicated to precisely what the shopper is looking for allows them to research and compare products instantly in one convenient space rather than opening different channels for product options.

This experience is complemented by product description pages that are set up for success, with complete product information that answers shopper questions instantly. Ensuring that product pages answer all key shopper questions is vital, especially for highly competitive new trends in categories like pet care. Product pages need to be set up for success to ensure shoppers stay on your product's page rather than clicking off to find the information somewhere else across the omnichannel experience.

Target's approach has allowed shoppers to take something like their pet's dental care into their own hands and has quickly met the emerging trend, demonstrating that they are paying attention to shopper needs.

This has empowered shoppers with their pet's health and has moved them away from the need to seek out a vet for dental care, which can get expensive quickly for the average pet owner, allowing them easy access to the products while shopping for their healthcare items on Target. This again reinforces the idea that pets are family members that can be a part of the typical shopping experience.



Pet dental products tend to fall into 2 different types of products, those that pets can chew and serve as a treat with dual-function health benefits and those that replicate the human experience of dental care, for example, toothbrushes and toothpaste.

Healthcare brand Arm & Hammer, known for their human dental products, has even branched out in creating dental products for pets. This offers pet owners the option to choose from brands similar to those they buy for themselves, bringing another element of humanization to the pet care shopping experience. The fact that they can purchase both on Target feeds into the idea that the pet is more of a family member and doesn't need a separate store for all their needs.

Grain-free

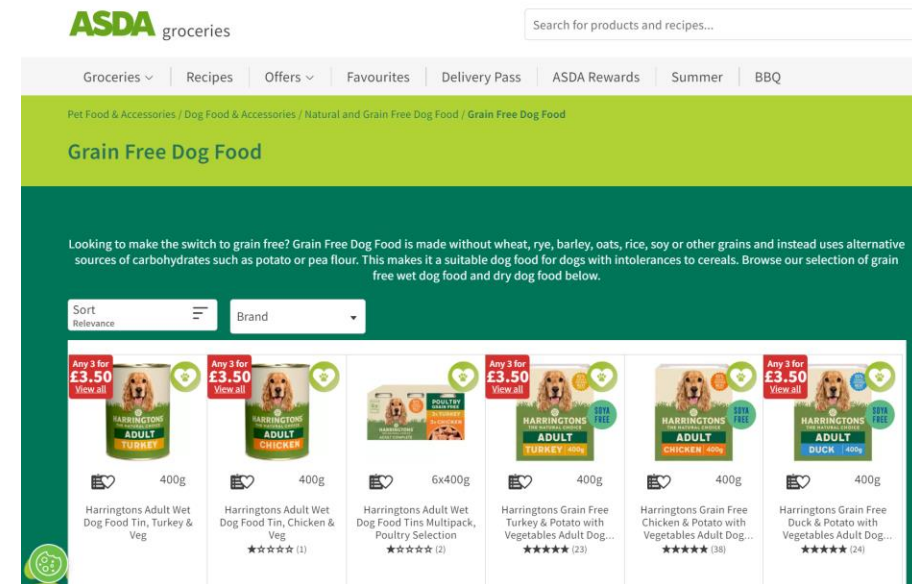
As pet owners continue to seek out healthy food items for their pets, a growing trend in the U.K. and the U.S. is grain-free dog food. For some pet owners, this is a choice they have made for their pet's diet, but for others, there are serious health complications from consuming grain in their meals or treats. This makes the attribution of products like 'grain-free' important, similar to a human's experience shopping for an allergen or specific dietary need.

The trend is growing annually, presenting key revenue opportunities for pet brands that manufacture products that are grain-free. According to Fountain Partnership's analysis of keyword trends, "grain-free dog food" as a keyword gets **6.6k search volume per month** in the U.K. and similarly receives **18.1k search volume per month** in the U.S.

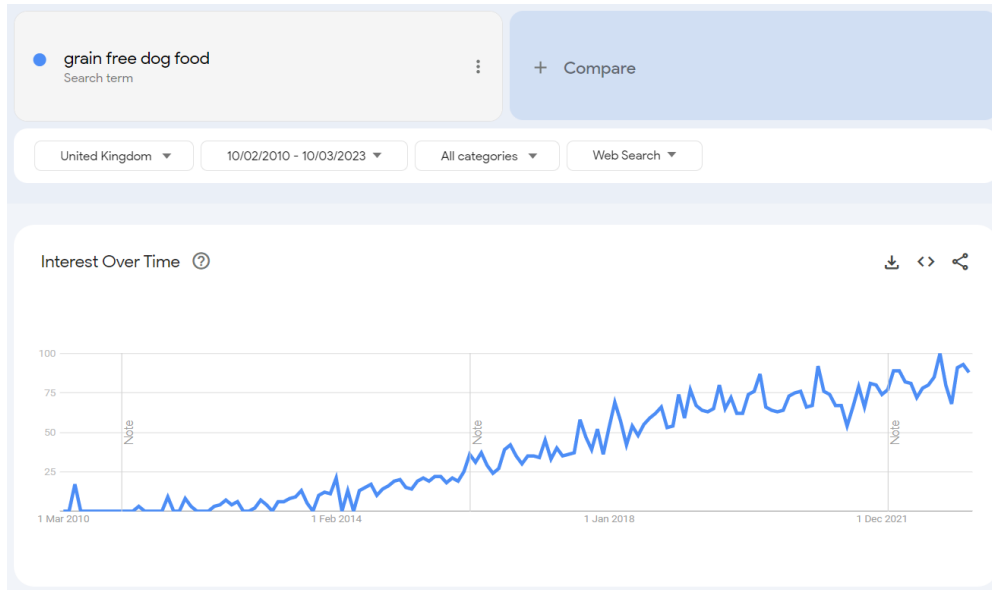
Fountain Partnership also discovered that in the U.K., "pets at home" holds the top position for the keyword. But grocery stores such as ASDA and Tesco also make the top 10. The keyword itself is commercial, with most of the 10 top positions on product and grain-free dog food category pages.

Retailers like Asda have paid attention to pet parent needs and responded by creating dedicated landing pages for common search terms like "grain-free" and "natural," easily meeting shopper expectations and presenting them with options that fit their specific needs.

Ensuring that the on and off-pack data provided to retailers is accurate and calls out every attribute of a product is vital to make sure your products are eligible to be featured in such landing pages. This aids your product discoverability and helps shoppers recognize brands instantly that cater to their specific needs.



Grain-free: Competitive trends in SEO



Google search trends for "grain free dog food" over time.

Gaining a competitive edge in crowded trends

It's well and good that certain attributes or trends are increasing in popularity and search, but when everyone starts jumping on the trend, how do you make your brand stand out? We asked Libby and Noel for some SEO advice and what they would recommend for trends like "grain-free" and ensuring your products are discoverable.

Libby's View: Organic SEO

"Everything starts with understanding the search intent behind the product. Take grain-free dog food as an example. Why is a user looking for grain-free dog food in the first place? Probably because their pet has a sensitive digestive system, so be sure to include this in the on-page copy, as well as any keywords related to grain-free dog food.

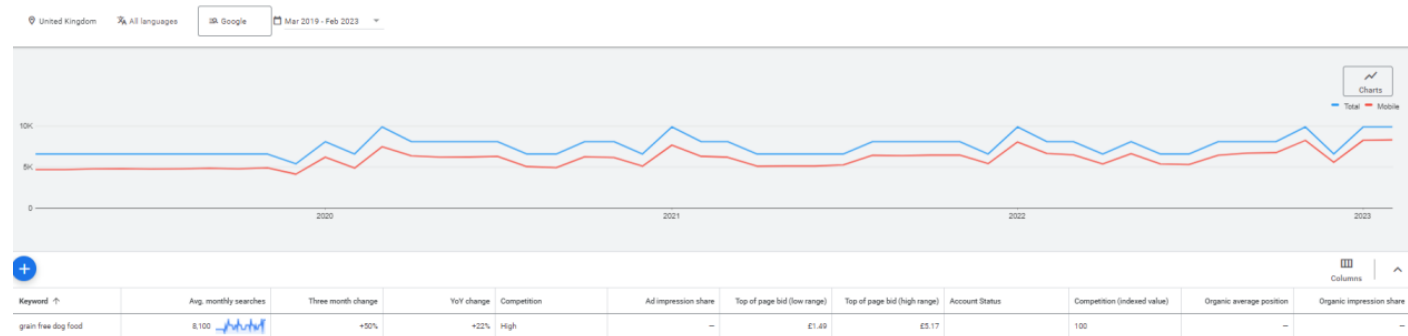
Plus, if you can answer all the queries a user might have about the product, this will also help your result to rank over others in this very competitive space. Make sure to cover things such as ingredients, servings in a pack, reviews from other users to boost trust, etc."



Noel's View: Paid SEO

"Out of the specific dog-related keywords, 'grain-free dog food' gave me the biggest volume. It seems to be a seasonable search, too, with peaks in January and troughs in December.

There was a growth in interest during lockdown that has been maintained since."



A visual experience

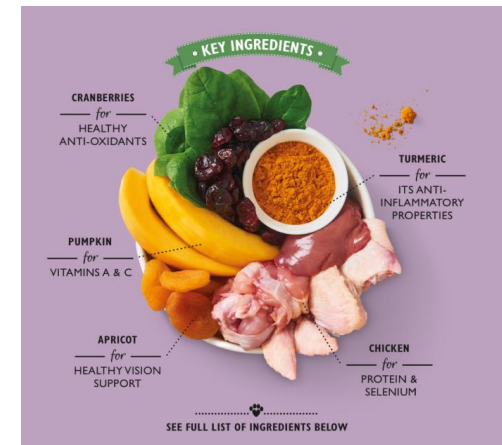
As humans, the visual aspect of a meal is almost as important to our eating experience as the taste and smell. This is translating into the pet care market, with brands seemingly emphasizing the visual qualities of their products, as we've already seen with brands like Lily's Kitchen and Butternut Box.

Visually pleasing pet food isn't much for the pet as it is for its owner, and this is something we've seen growing in the messaging for pet products. Butternut Box's recent television ad in the U.K. comments that dog food has **"never really looked like food."** Making claims about the appearance of the food means shoppers are likely to want to see this at the point of sale, to see what "real food" looks like.

To meet this expectation, brands are now making sure that pet shoppers can see inside the packaging and have even gone as far as breaking down the ingredients in their pet food to make it more appetizing to the human eye.

The product description page is the perfect space for brands to include more images about their brand and communicate the visually pleasing qualities that appear to be increasingly important to shoppers.

Getting beyond the product packaging can also include adding lifestyle imagery that serves to inspire and demonstrate a product's use. This is most useful when shopping for items like pet care supplements that are newly trending and that shoppers might not know how to use. Adding this extended imagery to the product page not only acts as a new point of information for the shopper but also invites them to engage with your product page longer.



Examples of beyond-pack imagery from Pooch & Mutt and Lily's Kitchen



Screengrab from a recent Butternut Box ad spot in the U.K., stating that dog food has "never really looked like food"

Pretty Litter — case study

Looking pleasing isn't just for food products either. Brands like U.S.-based Pretty Litter are focused on offering pet parents nicer-looking products for their pet children. Pretty Litter's marketing asks shoppers to question which cat litter they would bring into their home, offering them a dark, dirty-colored option contrasted with their white, clean, and "pretty" product. This decision is very much for the owner rather than the pet and appeals to those pet owners that want their pet care items to match the standards of the rest of their home.

However, Pretty Litter isn't just an aesthetically pleasing color to a human owner; it serves an important role in monitoring the well-being of a cat owner's fur baby. In fact, Pretty Litter cat litter changes color once a cat does its business, indicating various health factors so that pet parents can monitor the health and well-being of their pets.

The litter turns an orange color if the cat has high acidity within its urine, which could indicate a number of different health issues with the cat's metabolism or kidneys, allowing owners to be on top of their cat's health.

This demonstrates a new type of innovation in the pet care category, demonstrating a move toward multifunctional products, especially among those typically disposable and serving a small and somewhat unpleasant function.

We've already seen that pet owners are increasingly concerned with their pet's health and will purchase products that are targeted toward their well-being and wellness. Pretty Litter serves these customers by providing a new approach to the wellness of their cats, helping them spot illnesses and ailments, and overall offering cat owners peace of mind.

Pretty Litter's messaging reminds customers of innovation and technology within the rest of their home, inviting them to question why they aren't doing the same with their cat litter. This is again reminiscent of the humanization of pet care, as the cat litter is no longer treated as a simple litter for their cat but rather a new innovative product for them to invest in for their home.



PRETTYLITTER

Which Would You Bring Into Your Home?

The technology in your house changes with the times, so why hasn't your cat litter? Upgrade your home with smarter litter.

Traps Odor

Clay litter keeps odors at the surface while PrettyLitter absorbs and eliminates it for better odor control.

Lightweight

Clay litter cements when wet, making it heavier to scoop and dispose of.

Convenient

We deliver to your doorstep, saving you the time and energy of shopping for cat litter bags in-store.

Monitors health

Blood in cat's urine is hidden by clay litter while PrettyLitter shows blood and pH levels.



ORDER NOW

Typical

Dark yellow/olive green indicates cat urine within the typical range.

Acidity

Orange may indicate metabolic acidosis or kidney tubular acidosis.

Alkalinity

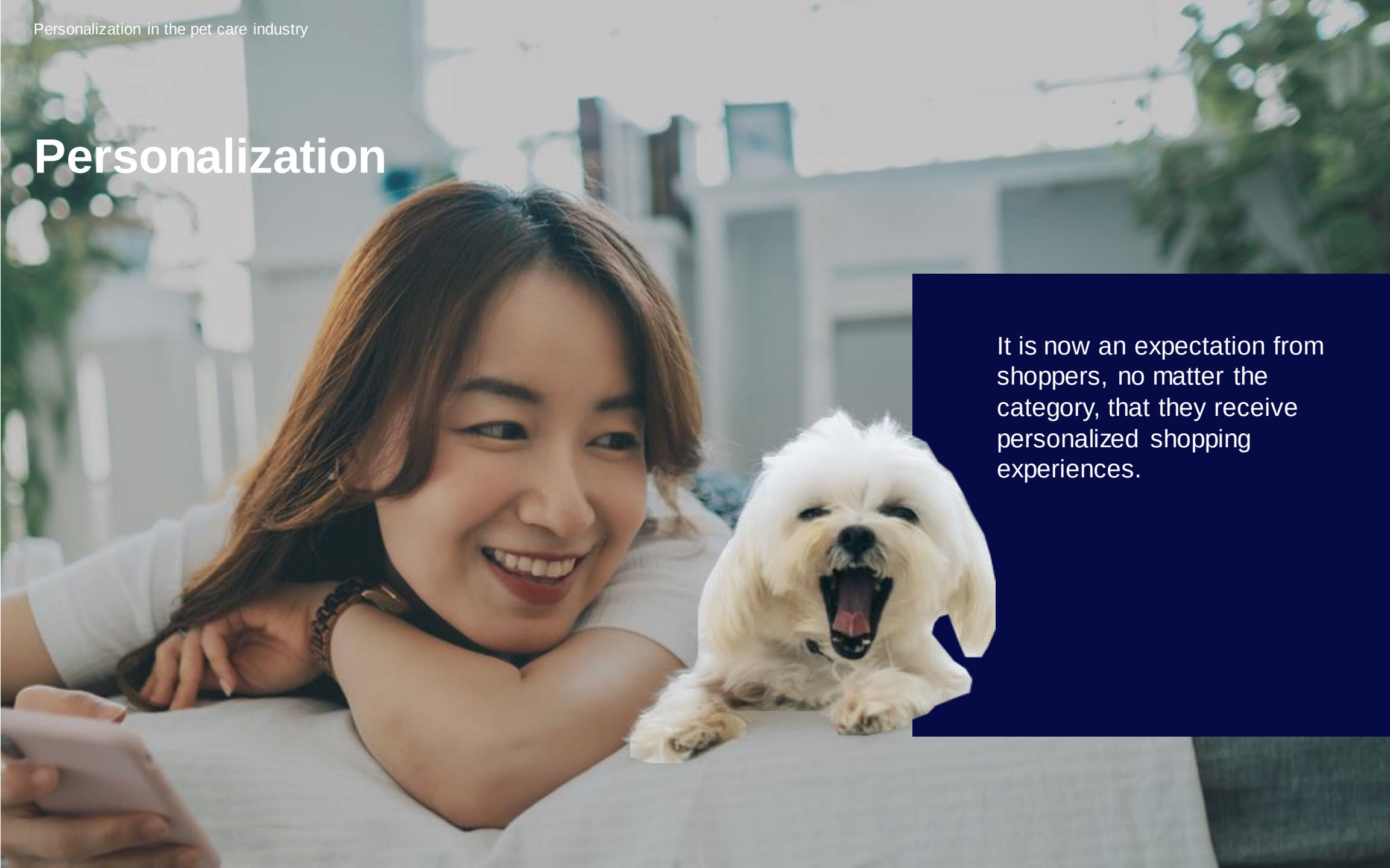
Blue may indicate certain types of urinary tract infections or increased risk of stone formation.

Blood

Red may indicate bladder crystals, feline lower urinary tract disorder, or certain types of kidney disease.



Personalization



It is now an expectation from shoppers, no matter the category, that they receive personalized shopping experiences.

Direct-to-consumer growth

Direct-to-consumer pet care companies have blossomed in the post-pandemic years, offering shoppers convenient subscription services that deliver, often tailored, pet food, supplements, and products direct to a consumer's door.

Pet food **sales via D2C increased by 51%** in March 2020 alone, and the leading D2C brand Chewy.com almost doubled its sales revenue in 2021.

In 2020, [6 new D2C players](#) entered the pet care market with great success. These companies capitalized on increased pet ownership, demands for convenience and home delivery, and also the increasing awareness of pet health. Increased direct platforms provide strong competition to traditional retail sales points, but there are things that brands and retailers can learn from D2C.

What is attractive about the D2C platform?

Direct-to-consumer platforms allow brands to communicate with their shoppers on a more personalized and direct level. Most direct pet brands feature quizzes that allow shoppers to personalize their pet shopping experience down to the breed, size, weight, and age of their pet child.

D2C brands have the opportunity to communicate their brand messaging across an entire website, whereas brands and companies that sell through more traditional retail stores need to get creative about getting beyond the pack and communicating key product attributes to shoppers in a more limited space.

D2C platforms also offer their shoppers highly convenient experiences, often in the form of subscriptions that send products directly to the shopper's door in recurring cycles, streamlining the process of ordering items that require continual repurchase.

Source: Pet Food Industry: Debbie Phillips-Donaldson, "Direct-to-consumer: next big opportunity for pet food?," Pet Food Market, June 5, 2020, www.petfoodindustry.com/pet-food-market/blog/15466863/direct-to-consumer-next-big-opportunity-for-pet-food



Butternut Box & personalization

U.K. direct-to-consumer company Butternut Box exemplifies the personalization opportunities offered through a D2C channel. Butternut Box's tagline reads: "**Fresh, Home-Cooked Dog Food, Perfectly Portioned, Delivered To Your Door.**" This messaging draws on one of the key appeals of D2C — convenience and personalization.

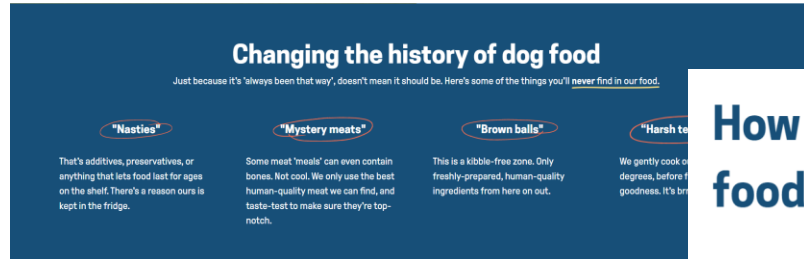
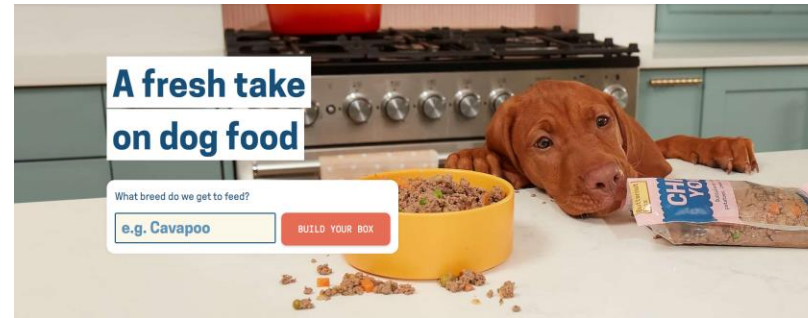
Shoppers are initially presented with a personalized quiz that takes owners through their pet profile, asking about the breed, age, weight, and activity status, even asking shoppers to break down whether a dog is a fussy eater and highlight any sensitivities to specific foods. This enables shoppers to curate a pet profile and receive product suggestions specific to their pet's needs. This is a hyper-specific version of personalization that is afforded through the D2C route, tailoring products specifically per pet.

Butternut Box even helps shoppers formulate their subscription with foods that help pets with areas beyond just feeding. Using customer feedback, Butternut Box suggests that their food can help some breeds reduce the smell of dog flatulence through ingredients, suggesting that the food is aimed at more than just feeding your pet but is taking a holistic view of their health and wellness.

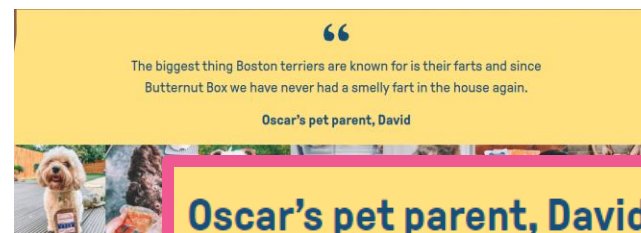
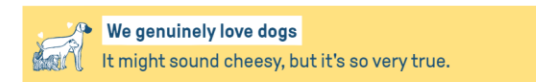
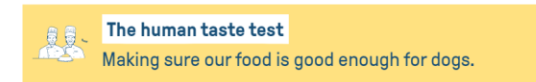
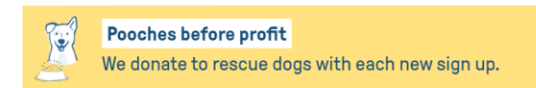
Throughout reviews on the Butternut Box website, pet owners are consistently referred to as "pet parents," meeting the expectation of one-third of U.K. pet owners that self-proclaim themselves using this term. This demonstrates that Butternut Box knows and understands its audience and shoppers and is tailoring the shopping experience to meet their expectations.

Butternut Box emphasizes the idea that the dog food products they sell have been taste-tested by humans and are appetizing both visually and taste-wise for the pet owner and the pet. A recent U.K. TV ad spot for the company calls out the fact that traditional pet food "doesn't really look like dog food."

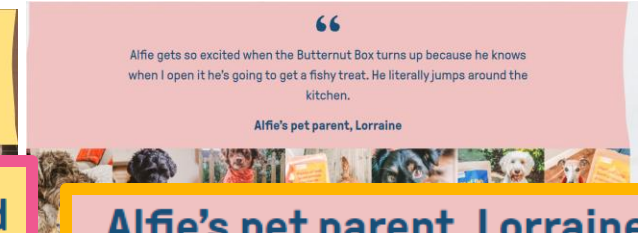
While Butternut Box's specific model of personalization is difficult to replicate via a traditional retail model, there are elements that brands can learn from to improve the shopper experience via more traditional retail channels. >>>



How we're changing dog food for good



Oscar's pet parent, David



Alfie's pet parent, Lorraine

What can brands and retailers learn from D2C

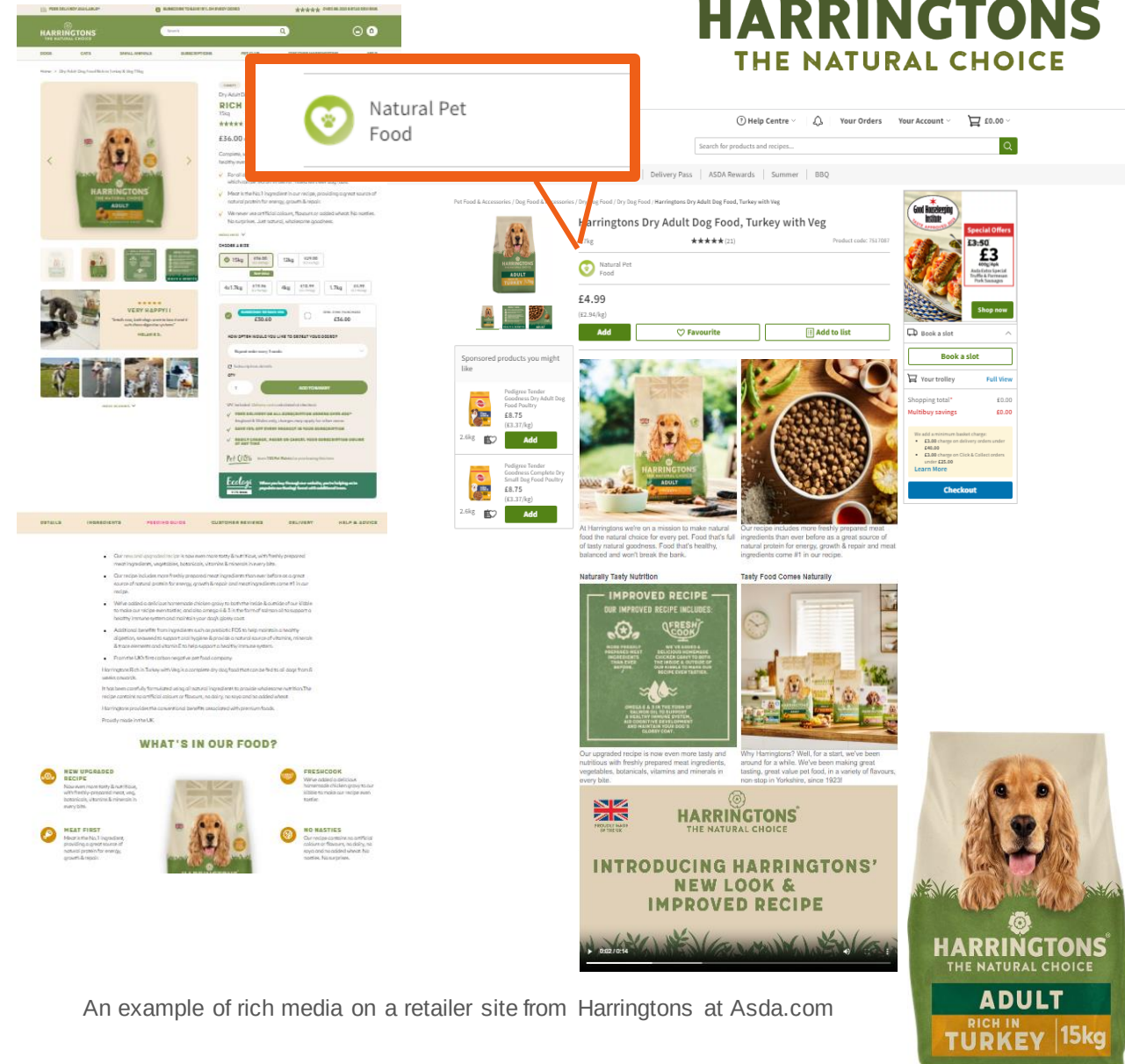
There are many things that brands and retailers can learn from direct-to-consumer platforms that can improve the shopping experience.

Firstly, unlike D2C platforms, products listed on the digital shelf of retailer sites face competition with other brands. This makes it vital to have clear product imagery, including mobile-optimized images that ensure the shopper instantly knows what they are looking at. Pet food comes in multiple flavors, ages, and sizes, and making this as easily readable as possible to your pet shoppers will win brand loyalty in the long run.

Secondly, retailers and brands should consider using health and wellness icons similar to those we have begun to see across human products and categories. The use of iconography on product pages that quickly brings the shopper's attention to key features of a product is a simple feature that eases the shopper's experience. In the example opposite, Asda and Harringtons have utilized iconography to inform shoppers that it is natural pet food, instantly letting the shopper know that this product qualifies for their need and demand for natural pet food products.

Lastly, adding rich media content like images, GIFs, videos, and more to retailer product description pages for your products is a great way to replicate the highly personalized and interactive features on a D2C platform. Adding rich media has been proven to improve engagement and add-to-basket rates on Asda between **5 – 10% per product**.

As you can see opposite, Harringtons have used rich media on its retail product description page to create brand consistency and replicate the experience of its D2C platform on a larger retail site. This helps the omnichannel shopper experience the same level of quality wherever they choose to research, explore, and ultimately purchase a Harringtons product.



An example of rich media on a retailer site from Harringtons at Asda.com

Rich media product pages and SEO

In addition to embellishing your product description page with rich media, product content is another way to separate yourself from the pack and even improve your product's ranking in a shopper's search by enabling you to include more keywords in this content. It is not only visually engaging and appealing but can further your product's discoverability in crowded digital shelf space.

Including extra content, like more product imagery, lifestyle images, gifs, videos, and extra copy like recipes, brand marketing and values, and more, have been proven to improve a brand's SEO results. It can help capture audiences via Google Image searches and other search routes beyond a simple search engine inquiry.

Utilizing rich media helps to break up large walls of text and make pages more engaging, so implementing your keywords and SEO strategy amongst rich media on your product pages helps make the content more engaging and provides more opportunities to enhance the page's performance without filling it up with heavy amounts of text.

Rich media and organic SEO: Libby's view

"Images and videos of a product can help build trust between a user and a brand and ultimately help a user to make a purchasing decision. Make sure to include images of the back of products as well as the front, so users can see all of the product information.

Videos on e-commerce sites are also a really nice way to show the product outside of its packaging in a lifestyle setup in order to help a user convert when they are not able to tangibly hold it themselves.

Don't forget to make use of image optimization. Google extracts information about the subject matter of the image from the content of the page, including captions and image titles. Wherever possible, make sure images are placed near relevant text and on pages that are relevant to the image subject matter and include ALT text."



Getting personal — faceted search

A key differentiator among the brands we've highlighted in this report is that each one places some focus on educating their shoppers. Personalization in pet care is all about appealing to the shopper's care and love for their fur babies.

Across the D2C space, there are many cases where brands use quizzes to find out more about the pet owners' specific needs. While this is less accessible on a product description page, there are other steps brands and retailers can take to replicate the experience to make it personalized.

Starting out, a key and valuable part of the shopper experience is the ability to search and discover brands that meet their specific needs. **Faceted search and filtering, as well as attribute labeling, are central to ensure a shopper can search for items that meet their needs.** If a dog owner is looking for a gluten-free product, then having a gluten-free filter within the pet care category eases their shopping experience and makes products more easily discoverable.



Filter By

Delivery Service

☐ Easy Repeat 204

Food Formats

☐ Dry Food 248

☐ Pates & Mousses 147

☐ Gravies & Stews 50

☐ Jelly 36

☐ Soups, Broth... 28

☐ Frozen Food 19

☐ Freeze Dried 9

☐ Cold Pressed... 2

☐ Biscuit & Ba... 1

☐ Wet Food 1

Brand

Breed Size

Dietary Requirement

☐ Cereal & Gra... 504

☐ Sensitive 97

☐ General Nutr... 162

☐ Hypoallergenic 149

☐ Digestive Care 154

☐ Skin & Coat ... 106

☐ Advanced Nut... 105

☐ Joint Care 94

☐ Weight Control 30

☐ Heart Care 40

◀ Faceted search filtering on PetsatHome.com

Explore Aisles



Dog Treats, Chews & Biscuits



Wet Dog Food



Dry Dog Food



Advanced Nutrition Dog Food



Natural & Grain Free Dog Food



Premium Dog Food



Puppy Food



Senior Dog Food



Small Dog Food



Dog Food Bigger Packs

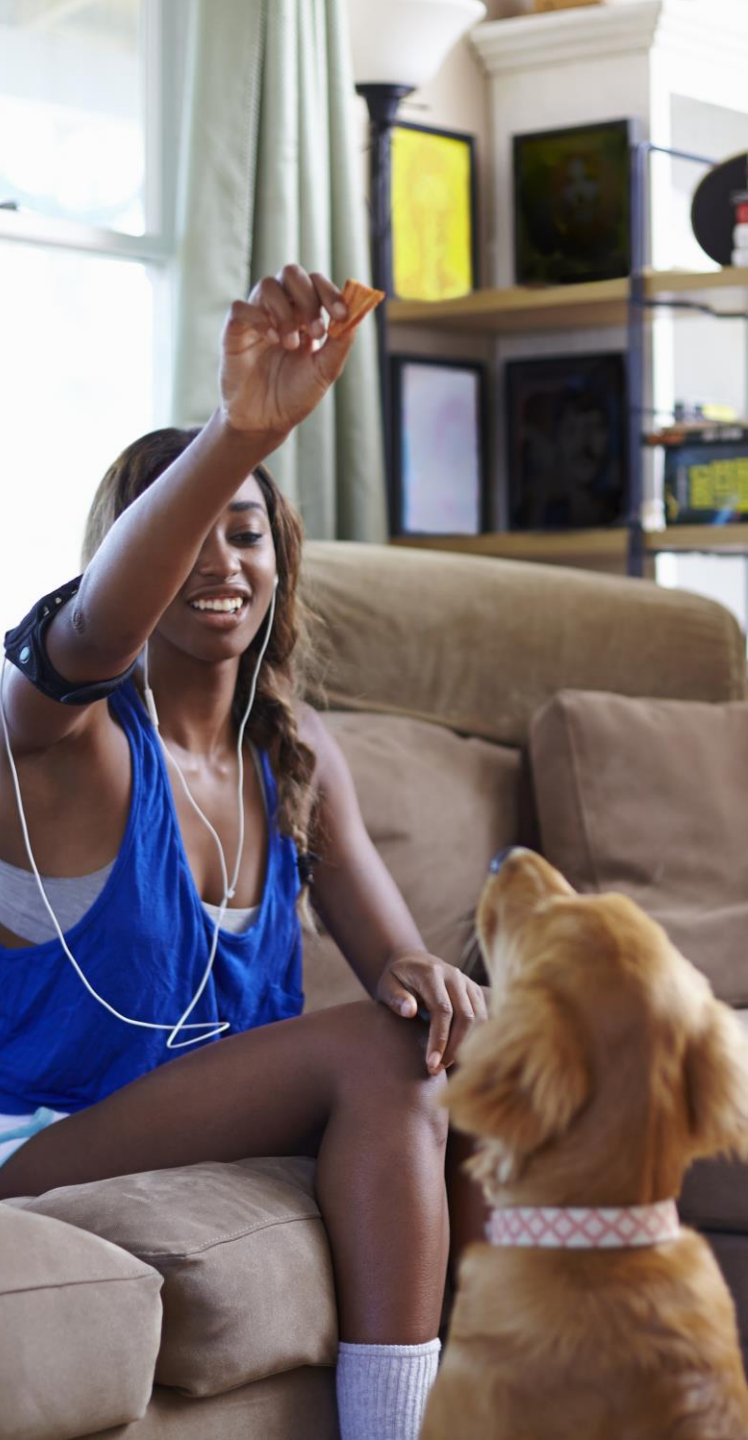


Dog Healthcare & Accessories



Dog Toys

▲ Asda faceted filters on the aisle view



29

Personalization in pet care

Personalized pet shopping: Attribute iconography

Brands need to ensure their attributes are called-out correctly, either on-pack or off-pack, to make sure they are hitting customer search results and are categorized correctly on a product. If pet shoppers are searching for sustainable options and a brand has key sustainable practices at the core of their operation, it is vital they are calling this out across the omnichannel, but certainly at the point of purchase.

An easy way to communicate specific attributes to shoppers who are looking for answers quickly is via attribute iconography. These visual icons are quick indicators for shoppers that products fall into the categories and specific needs they are looking for.

Industry leaders like Target and Asda have begun to apply wellness icons across their websites and have even added specific pet-centric attribute icons to improve the pet shopping experience. These include things like "clean," "natural," and "organic" that appeal to shopper lifestyle choices but can also include attributes like "grain-free," "no artificial flavors," and more that resonate with shoppers or, in this case, their pet's dietary requirements.

Consistent and effective iconography is at the early stages of implementation across the industry. It provides the perfect opportunity for retailers and brands looking to improve the digital shopping experience and win the trust and loyalty of pet shoppers.



 Natural Pet Food

 280g
Good Boy Meaty Tender Beef Jerky Strips Dog Treats
★★★★★ (28)

Asda's "natural pet food" icons that can be found on search landing pages and product description pages



Target Clean

Products with meat, poultry or seafood as first ingredient & formulated without artificial flavors, colors or preservatives.



Grain-Free

A pet food product that has an on-pack statement that the product is grain-free.



Meat, Poultry, Fish or Seafood As First Ingredient

A pet food product that has an on-pack statement indicating that meat, poultry, or seafood is the first ingredient in the product.



Natural

Products that have an unqualified or qualified on-pack marketing claim for natural.



No Meat or Poultry Byproducts or Byproduct Meals

A pet food product that has an unqualified on-pack marketing "no animal byproducts" claim.



No artificial flavors, colors, or preservatives

Products that have an unqualified on-pack marketing claim about the absence of all three types of ingredients in the product.



Non GMO

A product that has an on-pack third-party certification or an unqualified statement that the product is non-GMO.



Organic

A product that has an on-pack USDA Organic Certification.

Target leads the way with wellness iconography — 8 specific icons can be found across the pet care category

Seasonal pet care

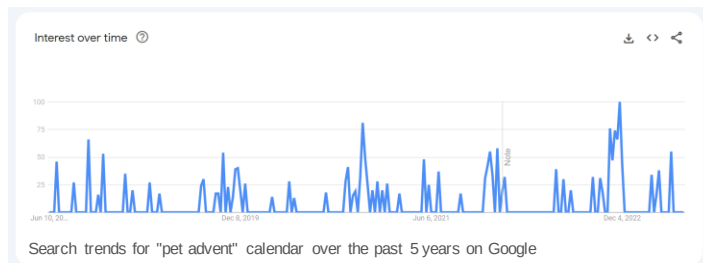
Being viewed as a furry family member brings pets into new realms of family member status, which means they are now considered a new recipient for seasonal events, like Christmas, Halloween, Valentine's Day, and even more minor holidays like the 4th of July in the U.S. or Coronation Celebrations in the U.K.

Retailers like Target in the U.S. and Sainsbury's in the U.K. now have dedicated pet landing pages for events like Valentine's Day, allowing pet owners to buy Valentine-themed treats, toys, and even meals. Search trends have already indicated the demand for seasonal pet products, and despite being more cautious about spending, shoppers appear willing to purchase these seasonal items for their pets. In fact, **1 in 5 U.K. shoppers** stated that in 2023 they plan to purchase their pet a Valentine's Day gift.

Buying your pet a Christmas present is an ever-growing trend, with more shoppers indicating that they plan to buy their pet's presents each year. In 2022 Chewy surveyed their pet customers, and 94% indicated they would shop for their pet at Christmas.

58% of Chewy customers even shared that they planned to buy a pet 2 to 3 gifts.

To investigate the increase in this trend, we can look at the increase over time for pet advent calendars in the build-up to Christmas. While there is clearly a peak towards the holiday months, the amount is growing yearly, demonstrating the increasing interest in pet Christmas products.



94%

stated they planned to shop for their pet in the 2022 holiday season

58%

of pet owners suggest they plan to buy their pet 2 to 3 gifts for Christmas

\$1.189B

is how much NRF predicted American pet owners spent on pet presents for Valentine's Day 2023

Lovely cat gifts from **299**



Sweet dog gifts from **299**



BARK Valentine's Nose Rose Dog Toy
BARK
★★★★★

\$9.99

at Cedar Rapids South

Buy 1, get 1 30% off with same-day order services

Only ships with \$35 orders

Free shipping*

*Exclusions Apply.

In stock at Cedar Rapids South

Ready within 2 hours with pickup

Pick it up



Valentine's Day > All Valentine's Day



Sainsbury's Dog

★★★★★ [Write a review](#)

NEW

£6.00 £6.00 / ea

Add

Source: FOX Business: Corine Gatti-Santillo, "Valentine's Day 2022 pet spending: You won't believe what we'll shell out for our dogs and cats," Holidays, January 31, 2022, www.fox2detroit.com/news/valentines-day-2022-pet-spending-you-wont-believe-what-we'll-shell-out-for-our-dogs-and-cats

The seasonal pet care product experience

Most pet care products are those that shoppers purchase and repurchase regularly, including a pet's food, litter, supplements, or medical items. Seasonal product releases are an opportunity for brands to supplement and boost their regular sales with additional product content and campaigns.

With an increase in interest for seasonal pet items like limited edition pet meals, treats, toys, and accessories, brands that create seasonal lines have the opportunity to boost sales and re-engage shoppers at many different points throughout the year. It is also an opportunity to refresh product pages and update product content throughout the omnichannel to tie into a campaign. Updating your product content to match your seasonal campaigns not only re-engages your shoppers but also helps to boost your discoverability at key competitive seasonal points of the year. Ensuring your products feature keywords related to the season will help them to return in a shopper search.

A brand that is taking seasonal pet care in its stride is Lily's Kitchen, a company that prides itself on its natural, organic, and "proper" pet food. We've already explored how Lily's Kitchen presents its products typically, utilizing multiple product and lifestyle images that take the shopper beyond the product's packaging. However, Lily's Kitchen is also excelling in the seasonal pet product content game.

Most recently, Lily's Kitchen has launched a Love & Pride campaign that features a cat and dog food dinner with a Pride theme to celebrate the LGBTQ+ community. Money from sales is donated to a Pride charity. To supplement its new campaign, Lily's Kitchen has created colorful ad banners on its website and incorporated pride-themed colors and icons on the product pages for these items. This seasonal content can also be found on their social media channels, ensuring the branding is consistent across the omnichannel from the point of discovery to the point of purchase.

Seasonal product content: Libby's view

"Google advises making pages on websites primarily for users, not for search engines. So, if there is a seasonal campaign that suits a product, it's definitely worthwhile to change the content on a page accordingly. Just think about the success of Coca-Cola's seasonal campaigns."



Lily's Kitchen Love and Pride limited edition cat food from 2023



Lily's Kitchen Christmas collection for dogs and cats from 2022

What's next for pet care



The most apparent pattern among all of the trends in the pet care industry is the importance of health and wellness products to pet shoppers. It's clear that pet parents are increasingly concerned about the health of their pets. And that they're willing to pay to maximize their furry friends' health. While there is a decline in specific searches for gluten-free or vegan products, we are seeing increased demand from pet parents for pet care products that are holistic, healthy, and even human-grade.

Pet shoppers are more informed than ever about the evolving needs of their pets and are turning to more points across the omnichannel than ever before. An influx of successful direct-to-consumer brands has changed the way shoppers approach pet care shopping, and we can now see the impact that personalized shopping experiences are having at other retail points across the omnichannel. There is much that retailers and brands can learn from the D2C platform's approach to personalization, and those that fail to enhance their product content experience for their shoppers will miss out on an evolving and growing pet care market.

It is no longer good enough to provide basic product content for pet food, as shoppers want to know more about the products they are purchasing and are even willing to purchase at premiums to ensure their furry family members are consuming the best products for their needs.

Consistent, accurate, and high-quality product images, data, and content build the foundations of a successful shopping experience, and product description pages that can meet shopper needs and answer questions immediately will reap the rewards.

As pet ownership continues to increase, we can expect the industry to grow with it, and it's vital that brands keep up with trends and match shopper expectations or face losing out.

Your next steps

1.

Optimize your discoverability

Knowledge is power when it comes to SEO. Continually monitor and understand the quality and completeness of your product content online. Optimize your product page performance and measure it with a content health score that reveals what is missing. You will reap the rewards.

2.

Create consistency across the omnichannel experience

Creating consistent branding across your product's points along the omnichannel.

This helps with brand loyalty, trust, and recognition but also helps to create seamless experiences for those omnichannel shoppers that blend multiple points of information and purchase.

3.

Personalize the shopping experience

Providing the best-in-class shopper experience for your shoppers means getting personal.

Taking measures that provide a personalized shopper experience can increase shopper engagement, improve loyalty, and convert sales.

Call out your product attributes clearly both on and off-pack, make sure your keywords are optimized for discovery to return in shopper searches, and make sure your content answers shopper questions immediately before they search elsewhere.

NIQ Brandbank

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About NIQ Brandbank

NIQ Brandbank is the leading provider of digital product content solutions powering omnichannel shopping experiences.

We enable brands and retailers to deliver the best shopping experience by giving them the ability to capture and share rich digital product content on all channels seamlessly. NIQ Brandbank's end-to-end solutions connect shoppers to the most up to date and relevant digital product content making consumer goods more discoverable and engaging.

The world's biggest brands including P&G, Unilever, Walmart, Tesco, and Jumbo use NIQ Brandbank every day to digitalize the shopper experience.

With over 20 years of experience and operating in 39 countries, NIQ Brandbank is the content partner to over 52,000+ brands, 700+ retailers, and wholesalers across the globe, creating a rich online shopping experience, while minimizing the cost and complexity for the industry.

For more information please visit:
<https://nielseniq.com/global/en/landing-page/brandbank/>