



Purrsppectives

Pet

October 14th, 2025

Gen X: The Underdog Generation Driving Pet Care Growth

“Gen X is quietly reshaping the Pet Care landscape. They’re devoted pet parents who prioritize quality, trust, and time-saving solutions - values that extend to caring for both children and aging parents as well as their pets. While they may appear like the average pet parent, Gen X shops more frequently and spends more per trip. Their growing preference for mid-size and emerging brands signals shifts that could redefine category leaders. Brands and retailers that anticipate their needs today will be the ones leading the next decade.”



Andrea Binder
Vice President,
Pet Industry
Insights

Noteworthy Gen X consumer behaviors²:



Digital Adopters
Trust reviews, engage in omnichannel shopping

Pragmatic Buyers
Want quality and clarity over “flash”



Time Savers
Reward brands that consistently save them time

Enablers of Care
Often caring for both their children and aging parents



NielsenIQ

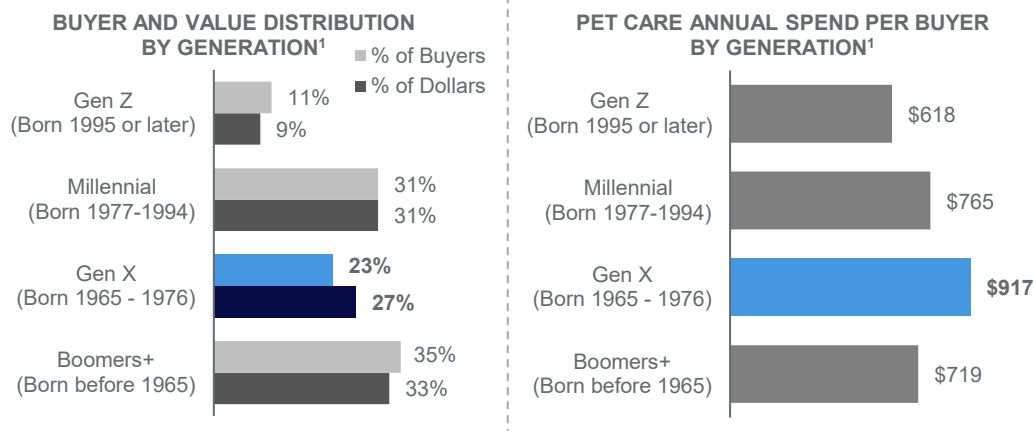
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Implications for Pet Manufacturers and Retailers

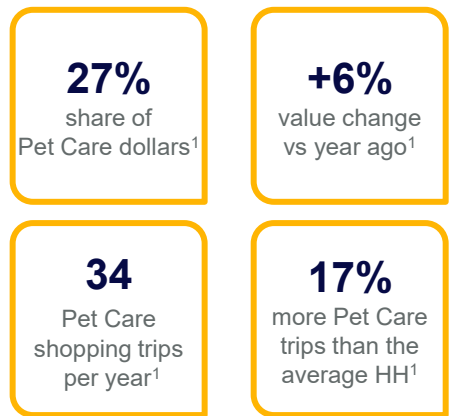
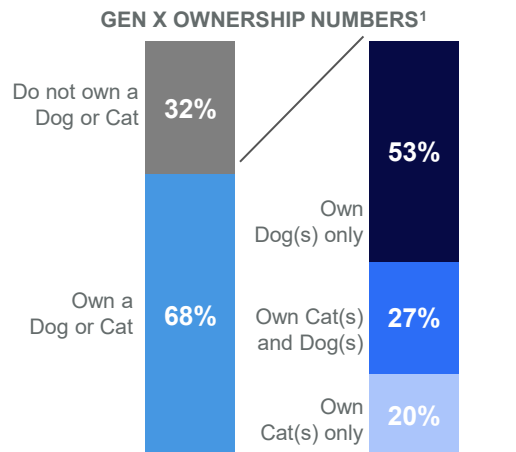
Gen X, while small, is a mighty generation for Pet Care

2025 is still a Boomer economy. Next year, it will transition into the Gen X decade. While the generation itself may be small in size, at the category level, Gen X households in the US spend more than Boomer households on all categories—except Floral—and more than Millennial households on Pet Care, Floral, and Household Care².



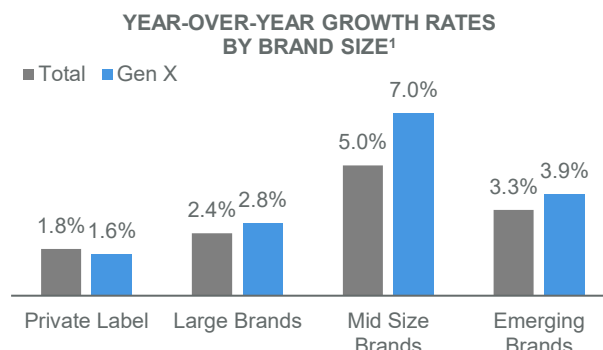
GenX Pet Owners by the numbers

Just over two thirds of Gen X households own a Cat and/or Dog, which is 10% more likely than the 62% of households across generations that are owners. Gen X households are 15% more likely than the average pet owners to own 2+ Dogs. Those multi-dog owning households **spend 38% more** on Pet Food than the average household.³



Where are the Gen X Pet Care dollars going?

Although Gen X pet parents spend across brand tiers is nearly identical to the average, they are shifting their dollars significantly. Large brands have always resonated most predominantly with Gen X, but the largest percentage of their growth is going to Mid-Size brands, with annual sales between \$50-\$500M.



TOP CATEGORIES BY # OF GEN X PET BUYERS¹

TOP PURCHASED:

1. Pet Accessories (105 Index*)
2. Dry Dog Food (105 Index)
3. Dog Treats (107 Index)
4. Pet Toys (105 Index)

TOP OVER-INDEXING:

1. Bedding Accessories (114 Index)
2. Pet Beds (111 Index)
3. Wet Dog Food (109 Index)
4. Pet Food Accessories (109 Index)

*Index to Total Dog and/or Cat Owners

¹ NielsenIQ Panel On Demand Omnishopper – US Exp Osh – NDH Synd Full View – 444 5 Yr | Entire Dataset, Pet Care Department and Categories, Total US, 52 Weeks Ending 08/09/2025, Total Panel + Demographic Generation Breaks

² “The X Factor” Report by NielsenIQ and World Data Lab | US Edition, July 2025

³ NielsenIQ Pet-O-Graphics Survey utilizing Homescan Panel – Total Pet Food, Latest 52 Weeks Ending 06/14/2025