

Pet Population and Ownership Trends in the U.S., 6th Edition

SAMPLE



Mixed Pet Ownership Trends in Wake of COVID-19

As Packaged Facts reported in U.S. *Pet Market Outlook, 2022-2023*, the dust continues to settle on the question of pet population in the wake of COVID-19. On the one hand, many manufacturing and retail-based sources take for granted that a pet population increase occurred – and understandably so given the spike in pet care spending (including for durables generally associated with pet adoption). On the other hand, veterinary sector sources have been skeptical about any overall increase in pet population (based partly on distribution of veterinary supplies associated with annual pet check-ups).

Shifting reports and anecdotal accounts about pet adoption, intake, and population levels in pet shelters have tended to complicate the picture, though Packaged Facts' survey data show that only XX% of dog adoptions in 2020 and XX% in 2021 were through pet shelters.

There is no debate over a spike in pet care spending, and a pet adoption bump did occur in response to the stay-at-home/work-from-home dynamics in the wake of COVID-19. But MRI-Simmons national consumer survey data indicate that the peak years of pet population gains occurred in the middle of the past decade, rather than in the early 2020s post-COVID. [Table 2-2]

Table 2-2
Topline Pet Ownership Growth, 2011/12 - 2021/22
(number of pet-owning households and percentage growth)

	Spring 2012	Spring 2013	Spring 2014	Spring 2015	Spring 2016	Spring 2017	Spring 2018	Spring 2019	Spring 2020	Spring 2021	Spring 2022
Any Pets (000)	xx,xxx										
12- month growth	X.X%	X.X%	X.X%	X.X%	-X.X%	X.X%	-X.X%	-X.X%	-X.X%	X.X%	-X.X%

Note: Study releases represent roughly 12-month fielding periods.

Source: Spring 2012-Spring 2022 MRI-Simmons National Consumer Studies.

Base: household. Copyright 2022. All rights reserved.



Table 2-5
Most Important Sources of Pet Care Information: By Generational Cohort, 2022 (percent)

	Overall	Mil'ls/ Gen Z	Gen X	Boomers	Older Seniors
Veterinarian	XX%	XX%	XX%	XX%	XX%
My own past experience as pet owner	XX%	XX%	XX%	XX%	XX%
Family members/friends	XX%	XX%	XX%	XX%	XX%
Pet specialty stores	XX%	XX%	XX%	XX%	XX%
Internet/websites (other than social media)	XX%	XX%	XX%	XX%	XX%
Pet groomers	XX%	XX%	XX%	XX%	XX%
Social media (such as Facebook, YouTube)	XX%	XX%	XX%	X%	X%
Pet trainers/obedience trainers	XX%	XX%	XX%	Х%	X%
Retail stores other than pet specialty	XX%	XX%	XX%	X%	X%

Note: Percentages do not add up to 100% due to multiple responses.

Source: Packaged Facts January 2022 Survey of Pet Owners

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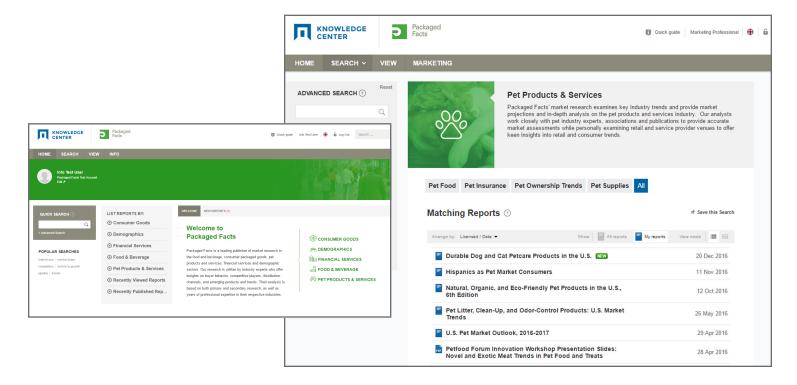
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