

## INSIGHT GUIDE

# Unleashing growth in the pet category

A deep dive into pet ownership and customer trends

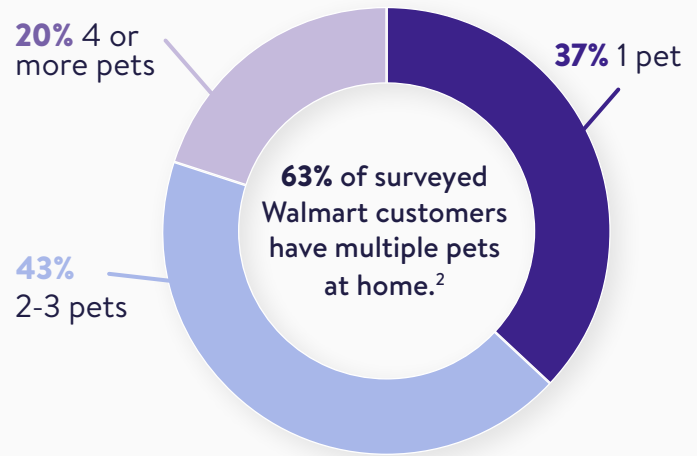
As a leading destination for pet parents, Walmart is the ideal place for brands to tap into the booming pet industry. Pet ownership is on the rise, and now is the perfect time to utilize Scintilla insight to understand what matters most to your customers and how they fulfill their pet-related needs. Whether it's food and treats, fashion and accessories, health and wellness products, or pet-related

technology, Scintilla can help your brand forge stronger connections with pet owners across categories.

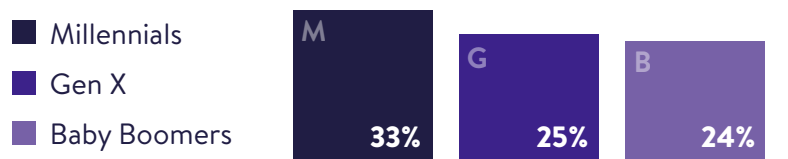
Unleash your brand's full potential with the power of Scintilla. Unlock new opportunities for category and brand growth with the latest insights, tips, and best practices.

# The paw-fect opportunity to reach pet owners at Walmart

66% of U.S. households have a pet, which creates a huge market opportunity for brands who understand the evolving needs and preferences of modern pet owners.<sup>1</sup>

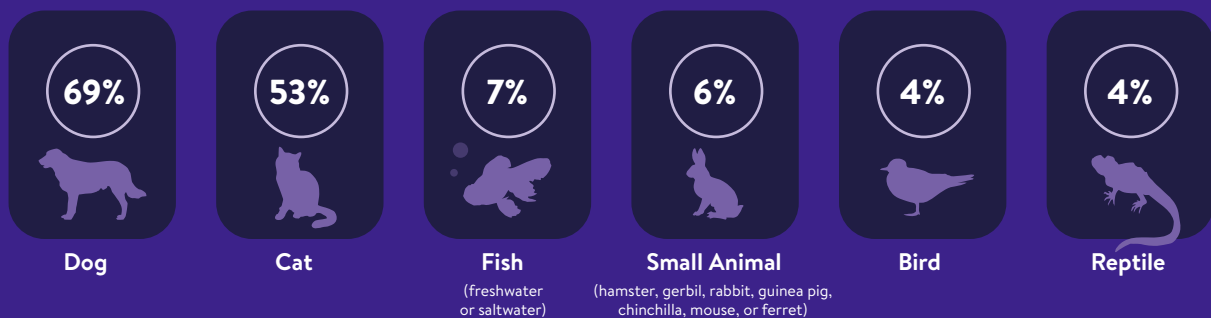


Millennials make up the largest percentage of current pet owners followed by Gen X and Baby Boomers<sup>1</sup>



**PRO TIP:** Use the **Shopper Behavior Performance in Detail report** for additional demographic information about pet owners such as price sensitivity and retailer loyalty, or the **Best Customers Report** for more information about age, gender, and income.

## The types of pets Walmart customers have<sup>2</sup>



85% of surveyed Walmart customers prefer to shop at Walmart over other major retailers and a majority say our Everyday Low Prices are a key factor<sup>2</sup>



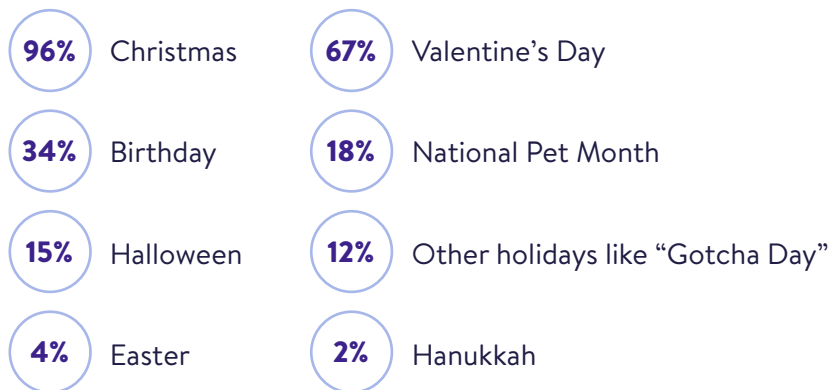
85% of surveyed Walmart customers made an online or in-store pet-related purchase at Walmart in the past 12 months.<sup>2</sup>

## Walmart customers are celebrating their furry, feathered, and scaly companions

From Christmas to 'Gotcha Day', Walmart customers love to spoil their pets with gifts and surprises spending.

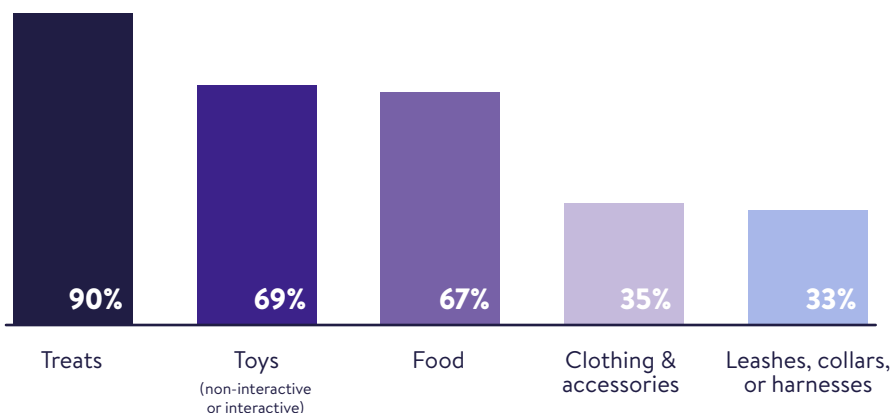


**72%** of surveyed Walmart customers said they pamper their pets on holidays with gifts and surprises<sup>2</sup>



**PRO TIP:** Leverage the **Shop Across Time Report** in **Shopper Behavior** to identify how sales and purchasing behaviors are impacted by promotional periods.

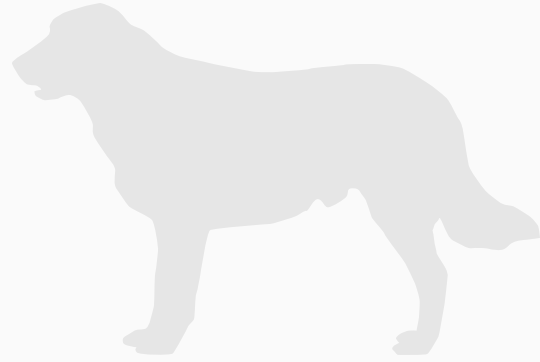
**90%** surveyed Walmart customers said they are planning to celebrate National Pet Month by purchasing a new treat for their pet companion<sup>2</sup>



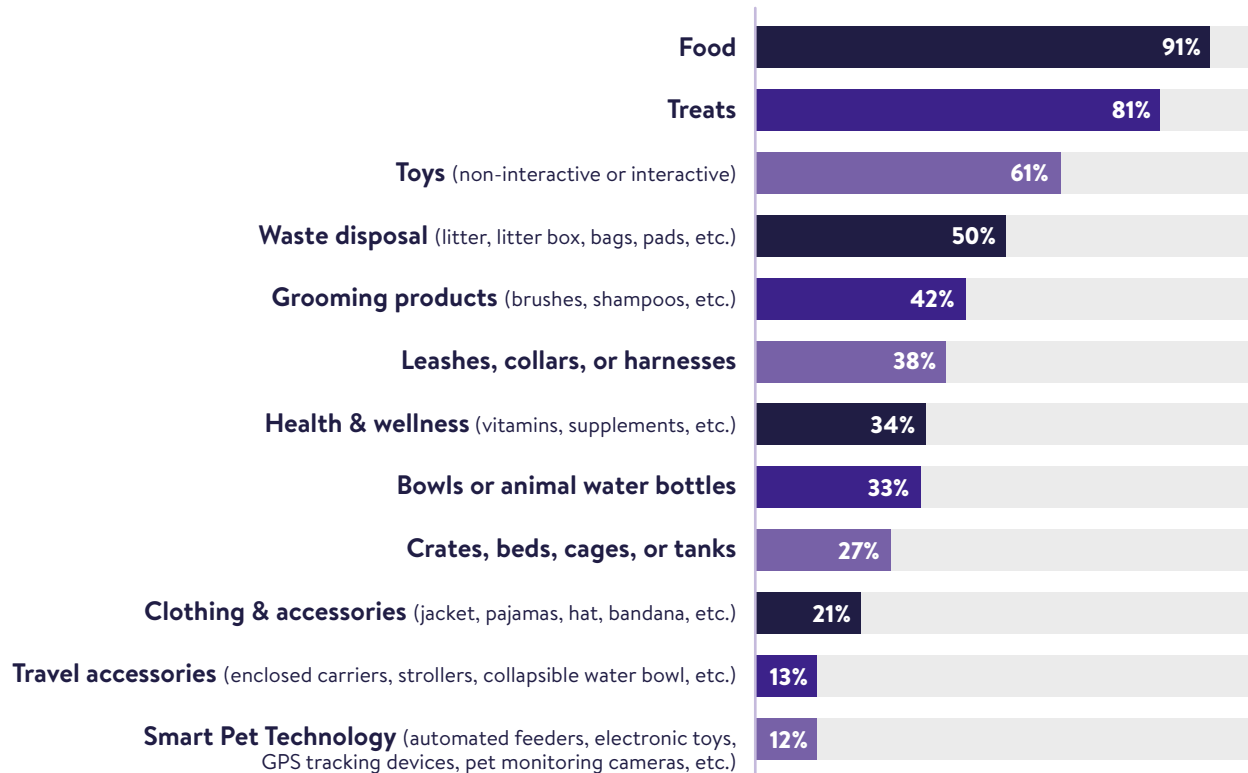
With prices continuing to fluctuate, **41%** of surveyed Walmart customers anticipate having to spend less on non-essential pet-related items and **40%** said they will spend more time looking for savings and discounts.<sup>2</sup>

## Where Walmart customers shop for their pets

Walmart customers continue to prioritize the health and well-being of their pets, seeking products and services that enhance their quality of life.



### Top pet products purchases online or in-store by Walmart customers<sup>2</sup>



**PRO TIP:** Survey customers who buy competitive products or shop in a competitive category to understand their needs, preferences, and habits with **Customer Perception's** advanced UPC hypertargeting capabilities.

### Where Walmart customers discover new brands for their pets<sup>2</sup>



**44%**

Friends  
& family



**36%**

Online search  
engines



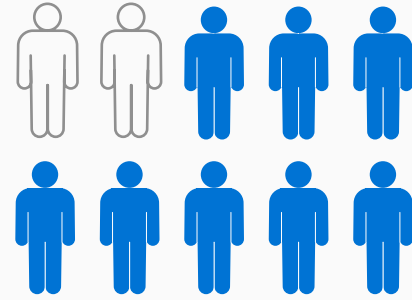
**31%**

Sales or  
promotions

**46%** of surveyed Walmart customers said premium, high-quality products is their top priority when purchasing new items for their pets.<sup>2</sup>

## Walmart category insights

With **8 out of 10** surveyed Walmart customers consistently prioritizing their pets' health and **85%** of customers actively maintaining regular check-ups and vaccinations, Scintilla can help shed light on the priorities and behaviors of pet owners.<sup>2</sup>



### Pet food & treats

Understand where customers are shopping for pet food & treats with Scintilla Channel Performance<sup>3</sup>



**PRO TIP:** Investigate your item performance to refine assortment and replenishment strategies with a holistic view of item and category total sales in **Channel Performance** with reports like **Trend Analysis, Scorecards, and Recaps**.

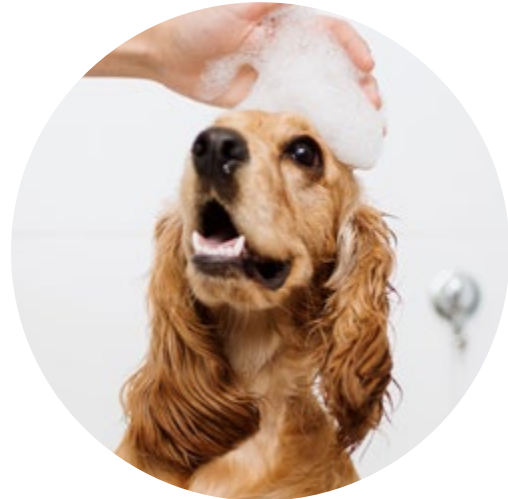
**62%** of surveyed Walmart customers said they do research online before deciding on a new brand of pet food or treats for their pets.<sup>2</sup>



## Pet health & wellness

Walmart customers who purchased pet vitamins also purchased the following items in the same basket<sup>4</sup>

1. Cleansing and deodorizing bath wipes
2. Medicated ear mite treatment
3. Natural dog shampoo
4. Scented pet deodorizing spray
5. Dental brushing kits
6. Medicated shampoo
7. Waste bags & dispensers
8. Pet odor & stain eliminators

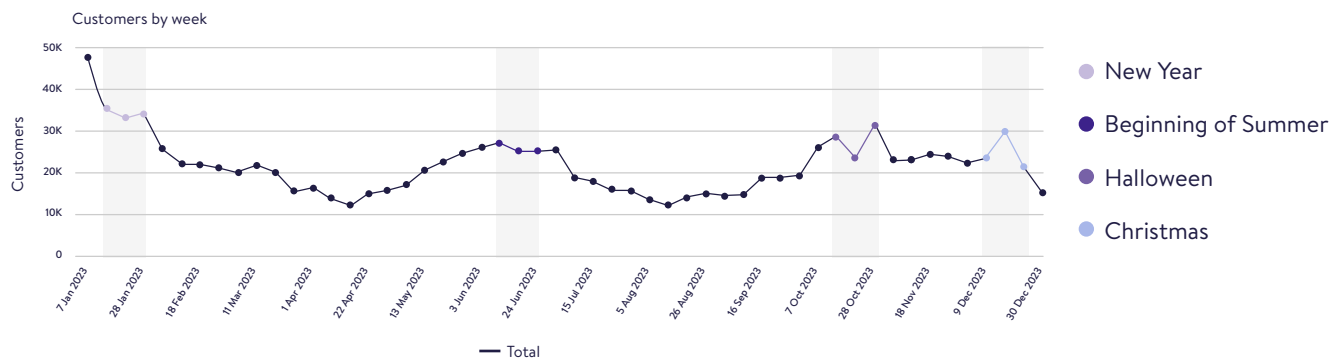


**PRO TIP:** Understand how easily Walmart customers find your product and the driver behind basket pairings, online or in-store. Leverage **Customer Perception** to conduct aisle and modular research.

43% of surveyed Walmart customers said they are willing to spend up to \$25 for a health & wellness product for their pet.<sup>2</sup>

## Pet fashion & accessories

Last year, peak times for pet fashion and accessory purchases aligned with major U.S. holidays<sup>4</sup>

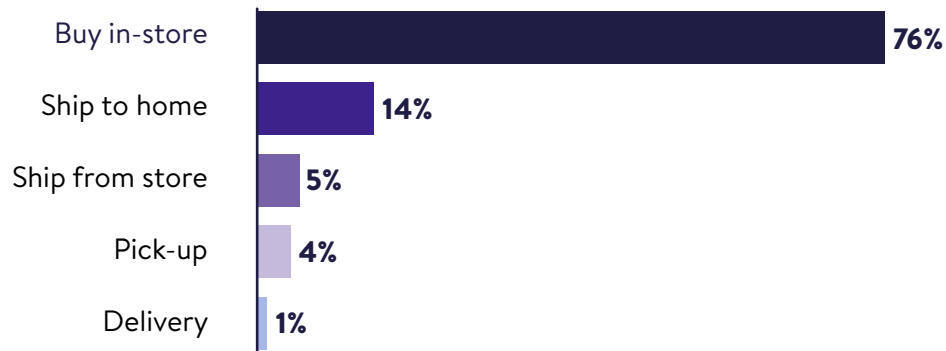


**PRO TIP:** Ensure shelves are prepped with pet-shoppers' favorite seasonal items. Explore how your items may sell in the future with a projection of Walmart sales for up to 104 weeks, so you can validate promotions and investigate root cause for out-of-stock or overstock issues in **Channel Performance's Report Builder and API Feeds**.

37% of surveyed Walmart customers said they are willing to spend up to \$25 on a new fashion accessory for their pet.<sup>2</sup>

## Pet-related technology

How Walmart customers are shopping for pet-related technology<sup>3</sup>



**PRO TIP:** With Walmart customers primarily purchasing pet-related technology in-store, dive further into store-by-store breakouts of metrics that reveal key impacts to your business and help to determine what's driving or hindering your business in **Channel Performance**.

**70%** of surveyed Walmart customers consider ease of use and enhanced capabilities to be equally important when purchasing new smart pet technology.<sup>2</sup>



## Tips & best practices

With the rise in popularity of pet ownership and the innovation of their products, it provides a perfect opportunity to get to the heart of pet-related purchases. Tap into Walmart's first-party data to gain valuable insights into growing audience segments, like pet owners.

### Customer Perception Research Services

Take a closer look at what motivates pet customers and uncover why they make decisions with insights from the Walmart Customer Spark Community. [Tap into our research team's expertise](#) for guidance on best practices or have them assess the relevance of the audience you're targeting, review stimuli, and check for customer-centric language.

### Shopper Behavior Basket Report

Peer into the baskets of customers with basket pairing, trip frequency, and spend-per-trip insights so you can understand what other products your shoppers are buying to help you make better decisions about product marketing and placement.

### Channel Performance Geographic Map

Understand which order and fulfillment channels are driving operational performance for your brand and get the replenishment metrics you need to help plan against nil picks and out of stocks during peak shopping times.

The pet industry is booming, and there has never been a better time for brands to tap into this growing market. Contact our team to learn how you can unleash new opportunities for your brand with Scintilla insights.

[CLICK HERE](#)

### Sources

<sup>1</sup>Source: [https://www.forbes.com/advisor/pet-insurance/pet-ownership-statistics/#sources\\_section](https://www.forbes.com/advisor/pet-insurance/pet-ownership-statistics/#sources_section)

<sup>2</sup>Source: Walmart First-Party Data, Mar. 2024. Walmart Customer Spark Community, provided by Scintilla.

<sup>3</sup>Source: Walmart First-Party Data provided by Scintilla, Mar. 2024. Reflecting Apr. 2022 - Apr. 2024.

<sup>4</sup>Source: Walmart First-Party Data provided by Scintilla, Mar. 2024. Reflecting Mar. 2023 - Mar. 2024.