

Pet Supplies - US - 2021

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This report looks at the following areas:

- The impact of COVID-19 on pet bonds and purchases of pet supplies
- Whether the pet boom will last and what brands can do to help
- The rise of ecommerce within the pet supply space
- The potential for functional and holistic health benefits in pet supplies

The coronavirus pandemic is responsible for a pet boom and a boom in the pet supplies space. After a stock-up surge in the early weeks of the pandemic, the pet supplies category has returned to slower, steady growth driven by premiumization and increasing numbers of pet-owning households. The category has thus far proven resilient to the economic downturn, although some pet owners express willingness to trade down to save money. Still, the deep relationship between pet owners and their pets creates opportunities for brands that promise superior benefits and quality.



“Despite pet supplies largely being nonessential, the category continues to turn in strong growth throughout the combined pandemic and subsequent recession. Some pet owners express willingness to trade down to save money, something that may be easier thanks to the proliferation of premium brands and private label across price points.”
– Rebecca Watters, Senior Household Care Analyst

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