

Pet Store Retailing - US - May 2018

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Pet-related consumer spending continues to steadily climb, yet pet specialty retailers face challenges in maintaining their position as the ultimate shopping destination for the 73 million pet owners in the US (or 58% of US households).

This report looks at the following areas:

- Price and convenience outweigh pet-specific factors when choosing retailer
- Engagement declines with age of pet and owner

With pets becoming more significant members of the household, pet owners are becoming more involved in the shopping process which is changing how they interact with retailers. While convenience remains essential, elevating the customer experience could allow retailers to gain loyal shoppers in a category anticipated to experience significant growth in upcoming years.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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