

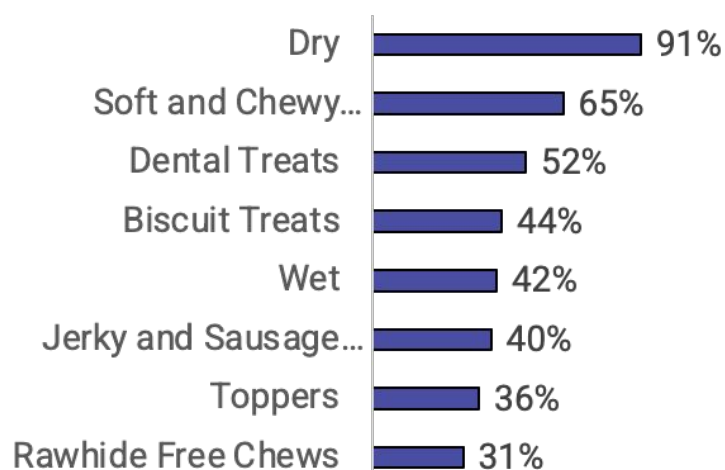
# Pet Vertical Survey Results

Shops At **amazon** **chewy** **PETSMART** **Walmart**

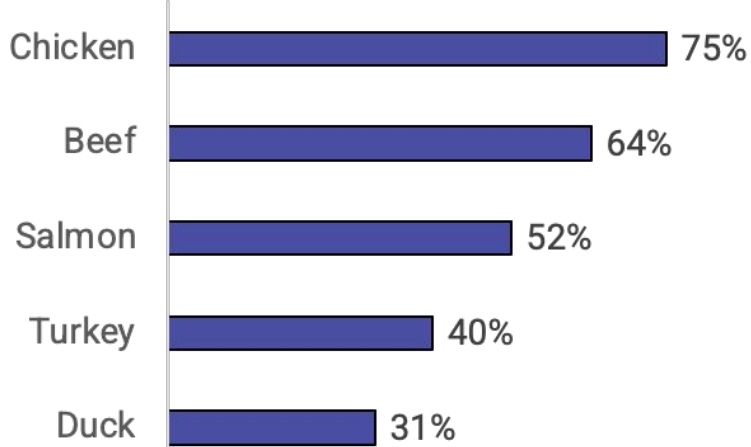
Summary	amazon	chewy	PETSMART	Walmart
	Shop here for <b>best prices and large selection</b> of products, making it <b>easy to find what they want</b>	Shop here because it's a <b>one-stop shop</b> for <b>all their pet products</b> and has a <b>good loyalty program</b>	Shop here because it's a <b>relaxed shopping experience</b>	Shop here because it's a <b>one-stop shop</b> where they're <b>shopping for other items anyway</b>
	<b>Discover</b> new products through <b>reviews</b>	A retailer for owners who want to <b>spoil their pets. Quality, Crafted, No Preservatives</b> are important	Like to <b>discover</b> new products through <b>social media content</b> and <b>browsing in-store</b>	<b>Discover</b> new products by <b>browsing in-store</b> and will <b>price comparison shop</b>
	Need to <b>see lots of content (5+ pieces)</b> broadly across platforms, including <b>Facebook</b> , before purchasing	Prioritize <b>Instagram</b> as your social platform and highlight <b>attractive pack visuals</b>	Care about <b>health benefits</b> delivered for their pet (if not quite as committed to quality as the Chewy shopper)	NOT so concerned with health benefits and quality so need to focus more on <b>good value</b>
	Highlight <b>Natural, Organic, Real Whole Foods</b>	Describe the product and its <b>quality/crafted</b> attributes, how it's delivering the <b>very best for your pet</b>	<b>Promotion/Sales</b> driven	<b>Make comparisons to similar products</b> and position content as a <b>friend making a recommendation</b>
	<b>Review product</b> in content and talk about <b>natural</b> elements balanced with <b>value</b> and <b>convenience</b>	<b>Product review</b> driven	Populate <b>Instagram AND TikTok</b> with content for the shopper who <b>wants to learn more</b> about a product before purchasing	Need to <b>see lots of content (5+ pieces)</b> , covering <b>TikTok and Facebook</b>
<b>Important Pet Food Benefits</b>	<b>Real Whole Foods</b>	<b>Real Whole Foods, Quality Ingredients, Health Benefits, Kitchen Crafted, No Preservatives</b>	<b>Health Benefits, Kitchen Crafted, Brand Gives Back</b>	<b>Good Value</b>

## Dogs

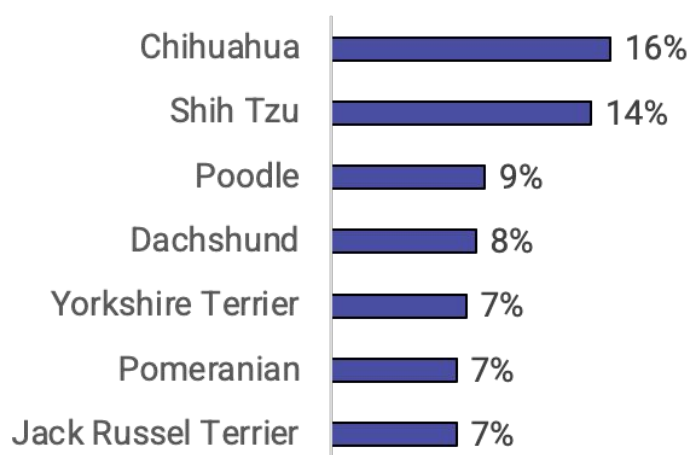
### Food/Treats Serves



### Proteins Serves



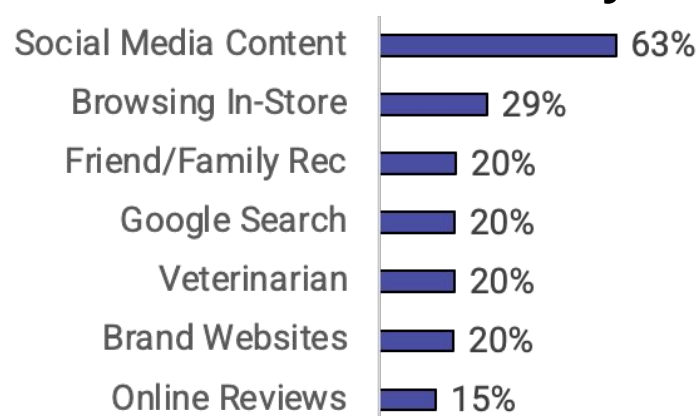
### Small Dog Breeds Owns



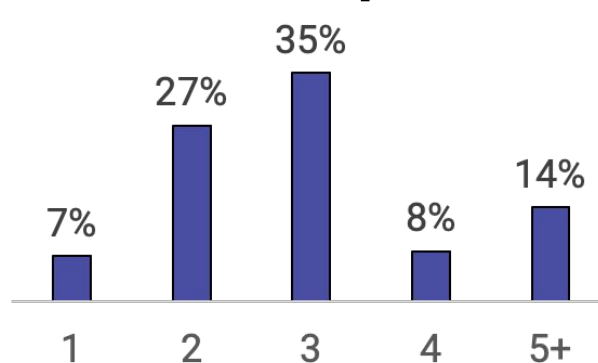
**38% of Dog Owners have multiple dogs**

## Discovery

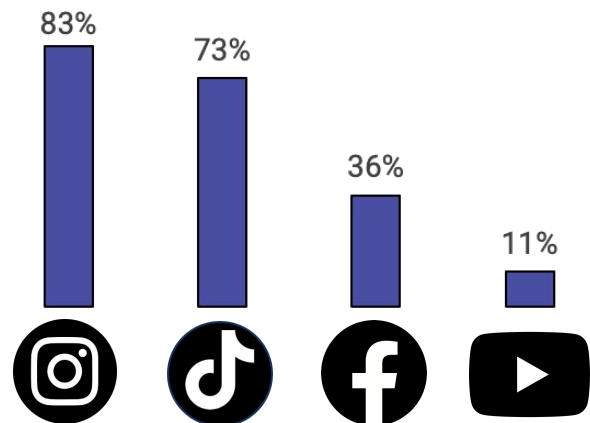
### Product Discovery



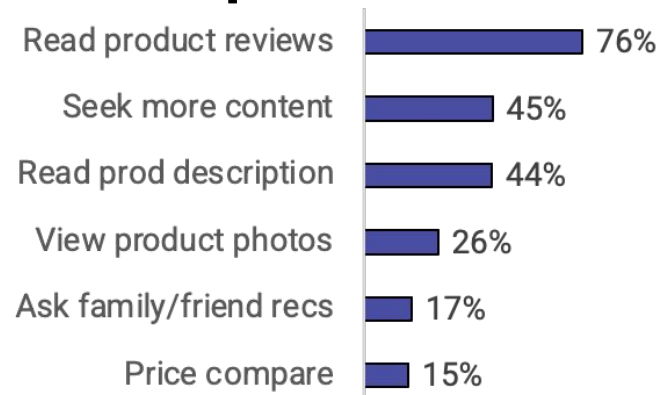
### 56% must see 3+ pieces of content before purchasing



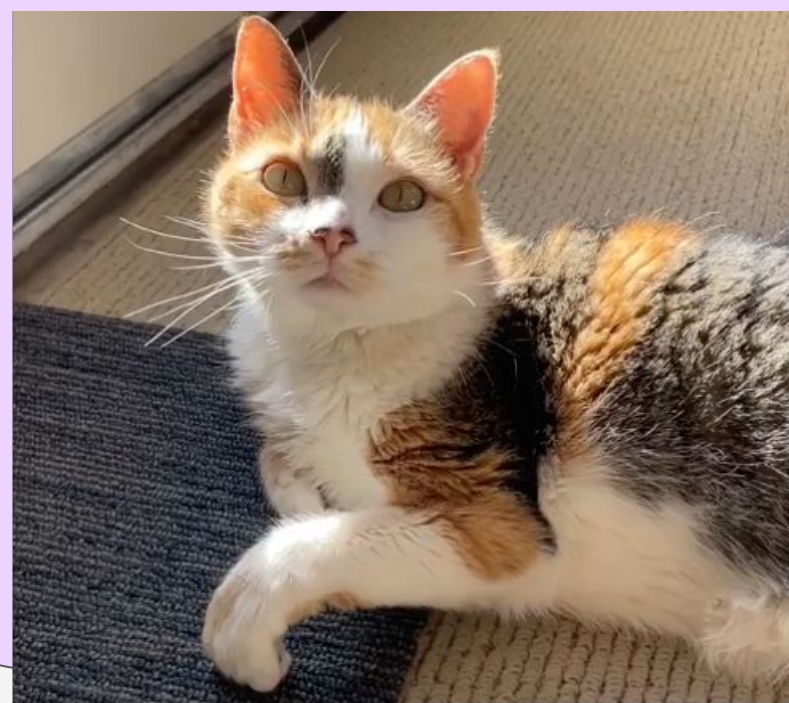
### Social Media Content



### Next Steps Bef Purchase



## Cats

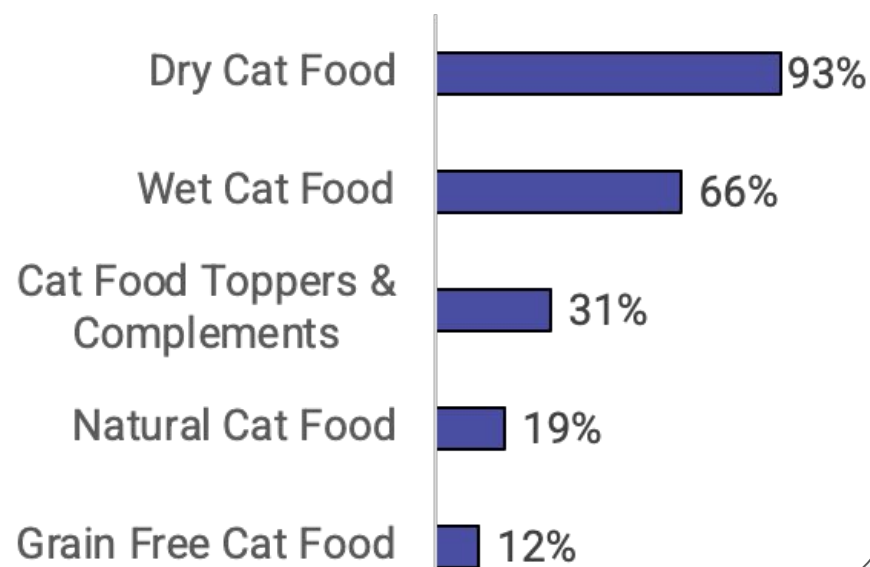


**2 of 3 purchased scratching post in past 12 mos**

**Chicken is top protein served, then Salmon + Tuna**

**81% of Cats are Indoor only**

### Food Serves Cats



### Cat Litter Types Purchases

