

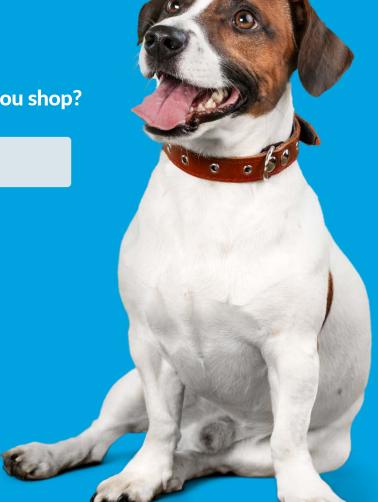
PET STORE INSIGHTS

We surveyed 2036 North American consumers to learn about their pet store purchasing habits.

When shopping in person, where do you shop?



Walmart 🔾



When shopping for pet supplies, do you prefer to shop online or in-store?

51%

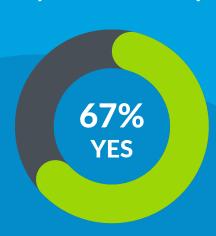


49%

Is it important to have staff available who are knowledgeable about pets/products while shopping in store?



Do online reviews (Google/Yelp, etc.) impact your decision on which pet supply store you chose to shop at?



When deciding where to shop, what are the TOP 3 factors you consider?

Price Location / Convenience Variety of Products / Food Products in Stock Loyalty Rewards Program Repeated Positive Experience Onsite Grooming Available Onsite Veterinarian Services Store Clelanliness

