

With Adoption Interest Slowing, Pet Owners Focus on Health and Longevity

Geo: U.S.

Time Range: 2020 - 2022



Owners Want the Best for Their Pets



People aren't looking for new pets as much as they were pre-pandemic (adoption is down 31%), but that may be due to current young pandemic pets, or aspirations to get out of the house more frequently



Pet food trends mirror human food trends as people look to feed their pets for health and longevity, with organic and allergen-free diets being the most popular. Pet owners are also 9.17 times more likely to be interested in special diets



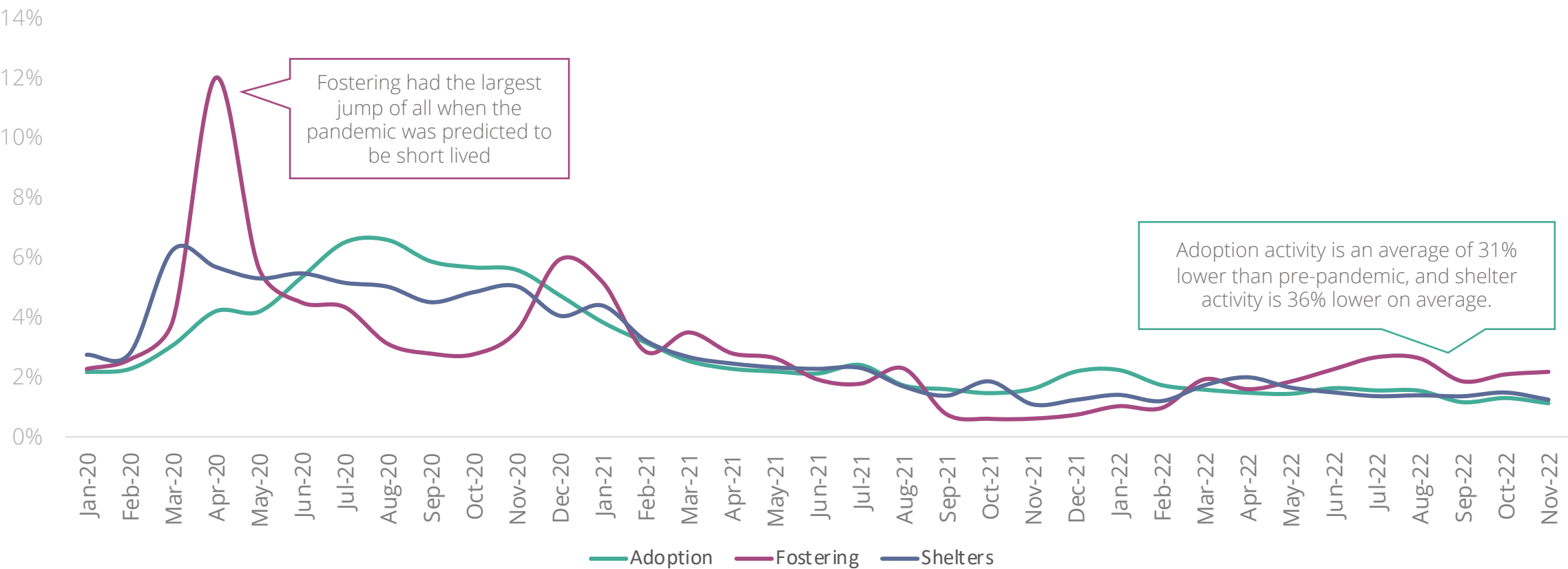
Owners of pets are more likely to be health-conscious, outdoorsy, and community oriented

Pet Acquisition is Below Pre-Pandemic Levels

Online Behavior by the U.S. ShareThis Audience



Percent Share of Behavior by Month (%):



Adoption and animal shelter-related online behavior is lower than pre-pandemic, perhaps in part because those with pandemic pets aren't ready for more. Pent up desire for experiences outside the home could also be holding people back from the responsibility of a pet.

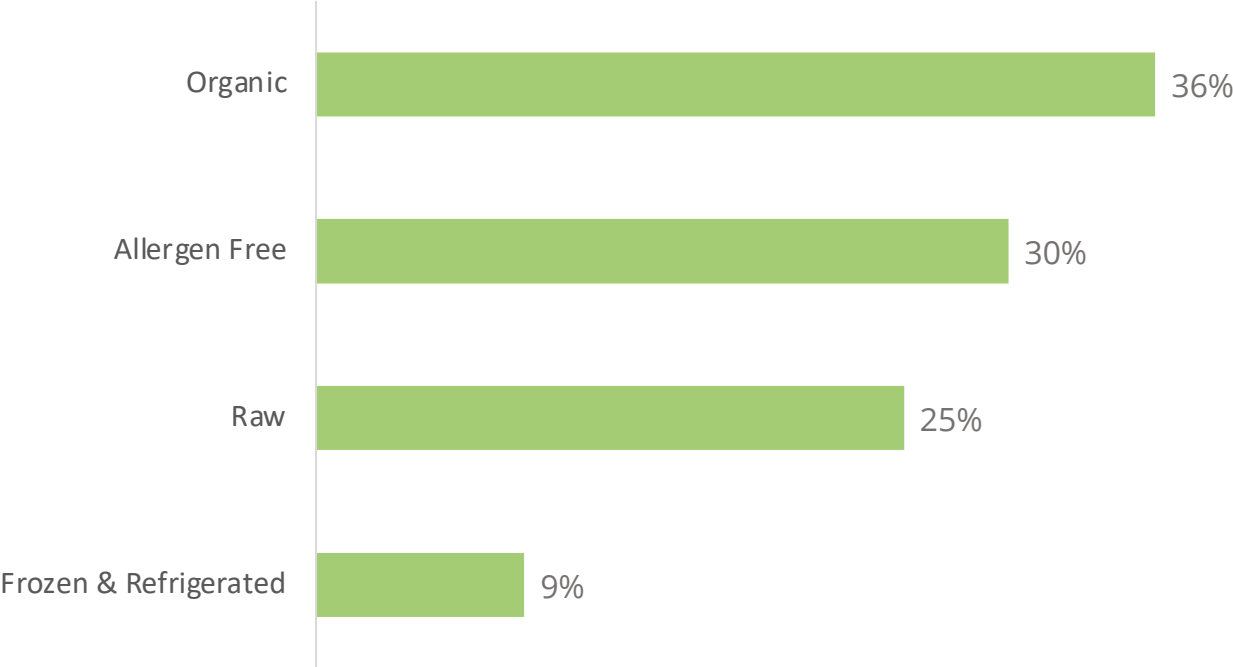
Dry and Organic Pet Foods Are in Demand

Online Behavior by the U.S. ShareThis Audience

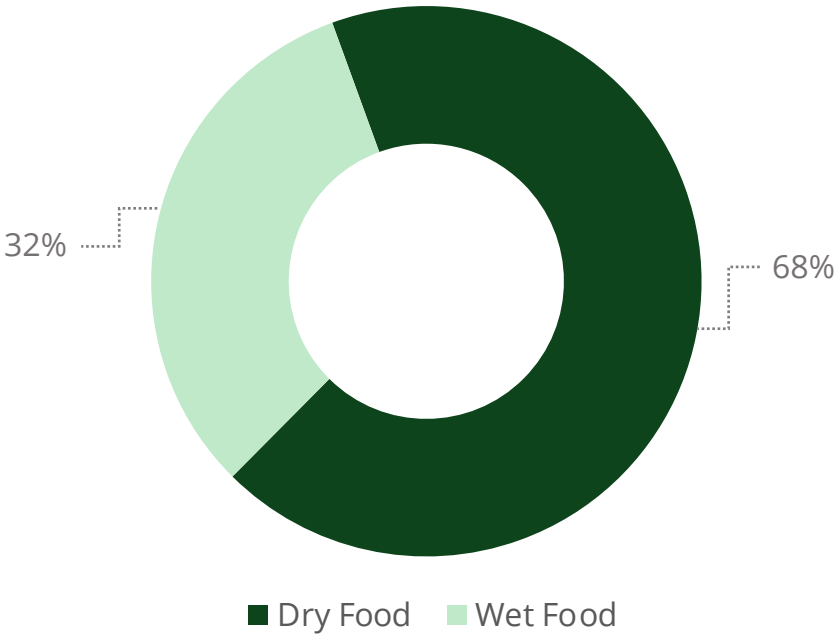


Pet food trends have been following human ones, with organic/all-natural/holistic diets and allergen-free (i.e., gluten-free, grain-free, corn-free, etc.) rising to the top. ShareThis data also shows that dry pet food content is consumed more than wet pet food content.

Percent Share of Pet Food Behavior by Trend (%):



Share of Pet Food Behavior by Type (%)



Pet Owners Are Social, Health-Conscious, Outdoorsy, and Care About Others

Online Behavior by a U.S. Pet Owners Audience



Over-Indexing Categories:

A close-up photograph of green leaves, slightly out of focus, serving as the background for the first category.

9.17x

A pet owner audience is **9.17 times** more likely than the average user to be interested in special diets like vegetarianism and veganism.

A photograph of a diverse group of young people smiling and posing outdoors, serving as the background for the second category.

6.09x

Pet owners care about others and are social: they are **6.09 times** more likely than the average ShareThis user to care about public health, be involved with clubs and organizations (**2.51x**), and care about social issues like human rights (**2.22x**).

A photograph of a person hiking up a trail, with a blurred background of trees and a path, serving as the background for the third category.

3.26x

Interest in winter sports (**3.26x**) and hiking and camping (**2.34x**) indicate pet owners are more likely to be active and outdoorsy.

Audiences to Activate

Consider the following segments in your activation strategy



Relevant Segments

- ShareThis > Health > Nutrition > Special & Restricted Diets
- ShareThis > Health > Public Health
- ShareThis > Hobbies & Leisure > Clubs & Organizations
- ShareThis > Hobbies & Leisure > Outdoors > Hiking & Camping
- ShareThis > People & Society > Social Issues & Advocacy
- ShareThis > Pets & Animals > Animal Products & Services > Animal Welfare
- ShareThis > Pets & Animals > Animal Products & Services > Pet Food & Supplies
- ShareThis > Pets & Animals > Animal Products & Services > Veterinarians
- ShareThis > Pets & Animals > Pets
- ShareThis > Pets & Animals > Pets > Cats
- ShareThis > Pets & Animals > Pets > Dogs
- ShareThis > Sports > Winter Sports > Skiing & Snowboarding

Custom: *create your own audiences using relevant privacy compliant signals*

- ShareThis > Custom > Animal Shelters & Rescues
- ShareThis > Custom > Pet Adoption
- ShareThis > Custom > Pet Food > Allergen Free
- ShareThis > Custom > Pet Food > Organic
- ShareThis > Custom > Pet Food > Raw
- ShareThis > Custom > Pet Fostering
- ShareThis > Custom > Pet Owners



Thank You