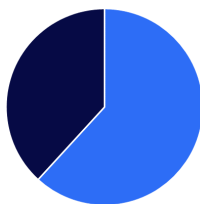


# WHAT'S HAPPENING IN PET CARE?



Did you know that **ENVIRONMENT, PACKAGING, AND ANIMAL WELFARE** are growing in Pet?

**38% OF SALES OCCUR ONLINE**



**ONLINE SHARE +1.5 PTS YoY**

## PET CARE \$ SALES

**\$78B**

Total US xAOC



**HEART HEALTHY IS FASTEST GROWING SEARCH TERM IN PET FOOD**

**+478% YoY**

## FASTEST GROWING IN PET CARE

Fish medication	+46.9%
Ass. cat & dog food	+24%
Pet medicine	+21.5%
Dry cat food	+21.2%
Cat treats	+20.8%

## TOP 5 CLAIMS

(based on \$ share)

1. MADE IN USA
2. IMMUNE HEALTH
3. ANTIOXIDANTS
4. DIGESTIVE HEALTH
5. HAIR, SKIN, NAIL

Source: NIQ Total US xAOC L52W ending 1/28/23