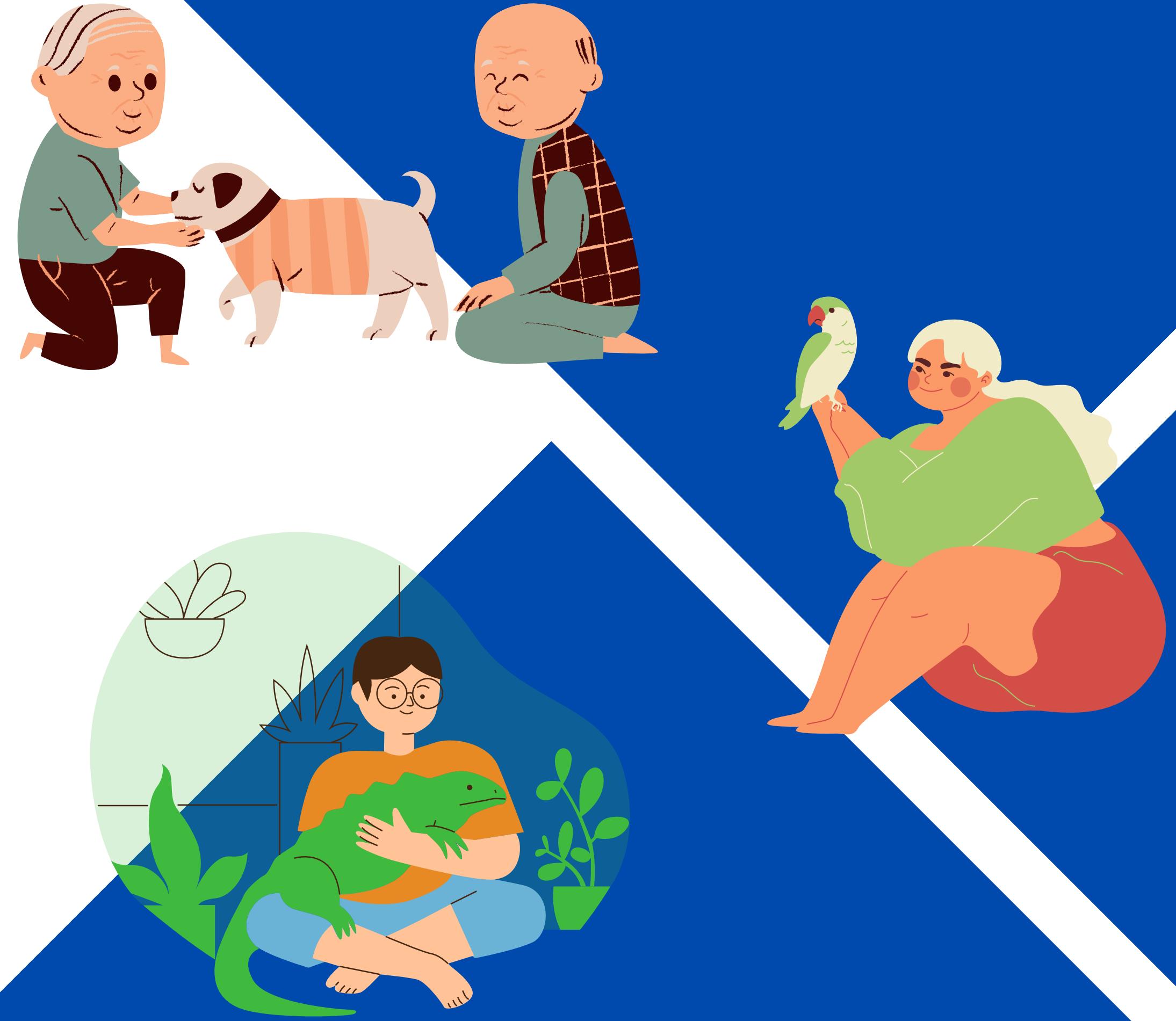


# Pet Food Trends Moving Forward

By: Cedar Cooper



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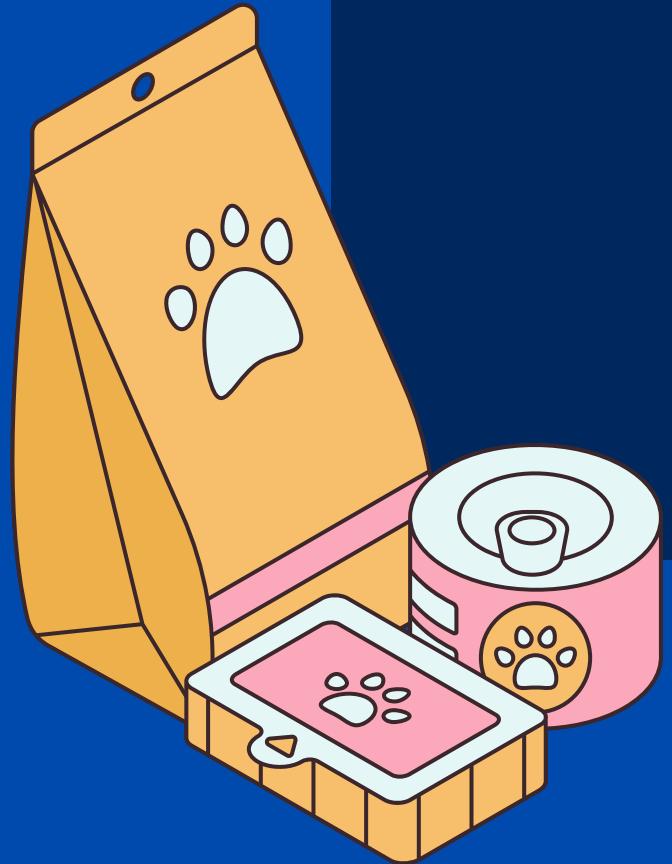
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# Can Crunchy increase prices on dog food this coming year?

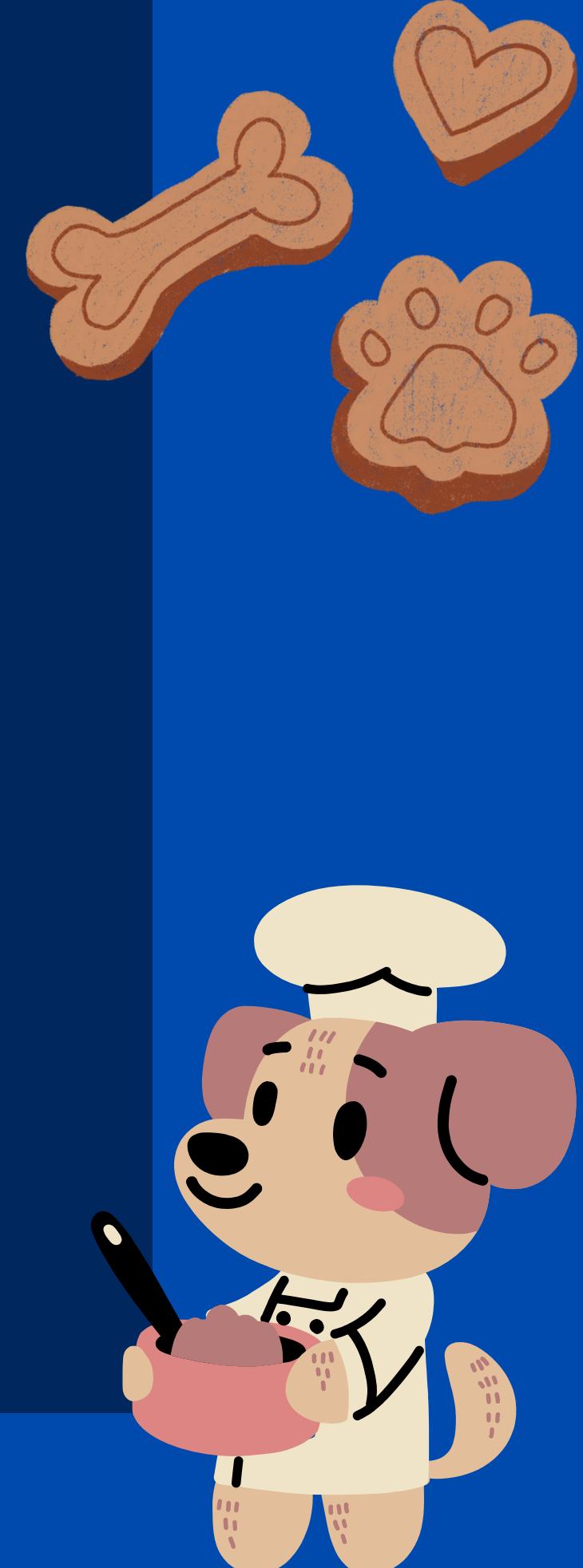


# Summary

Are pet owners spending more money on pet food?

Will this be a consistent trend moving forward?

Are younger generation putting more money into pet food?

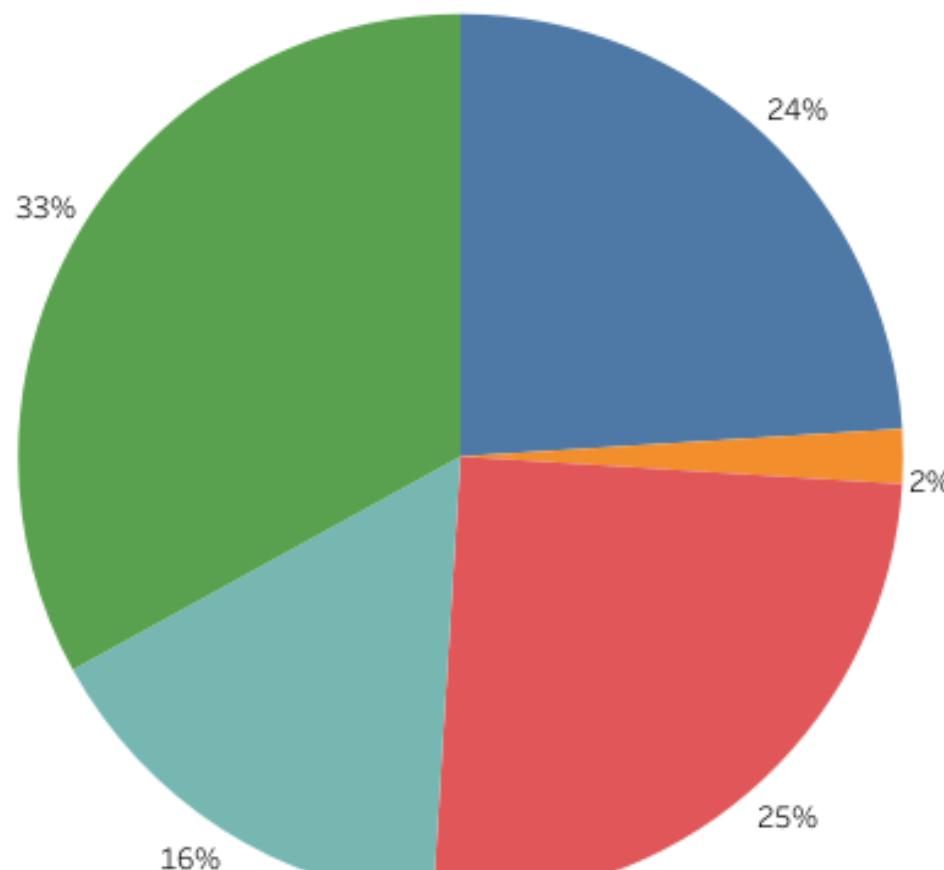


# Generations of Pet Lovers

**Dogs Rule!**

Pet Owners by Generation

Generation  
Baby Boomer   Builder   Generation X   Generation Z   Millennial



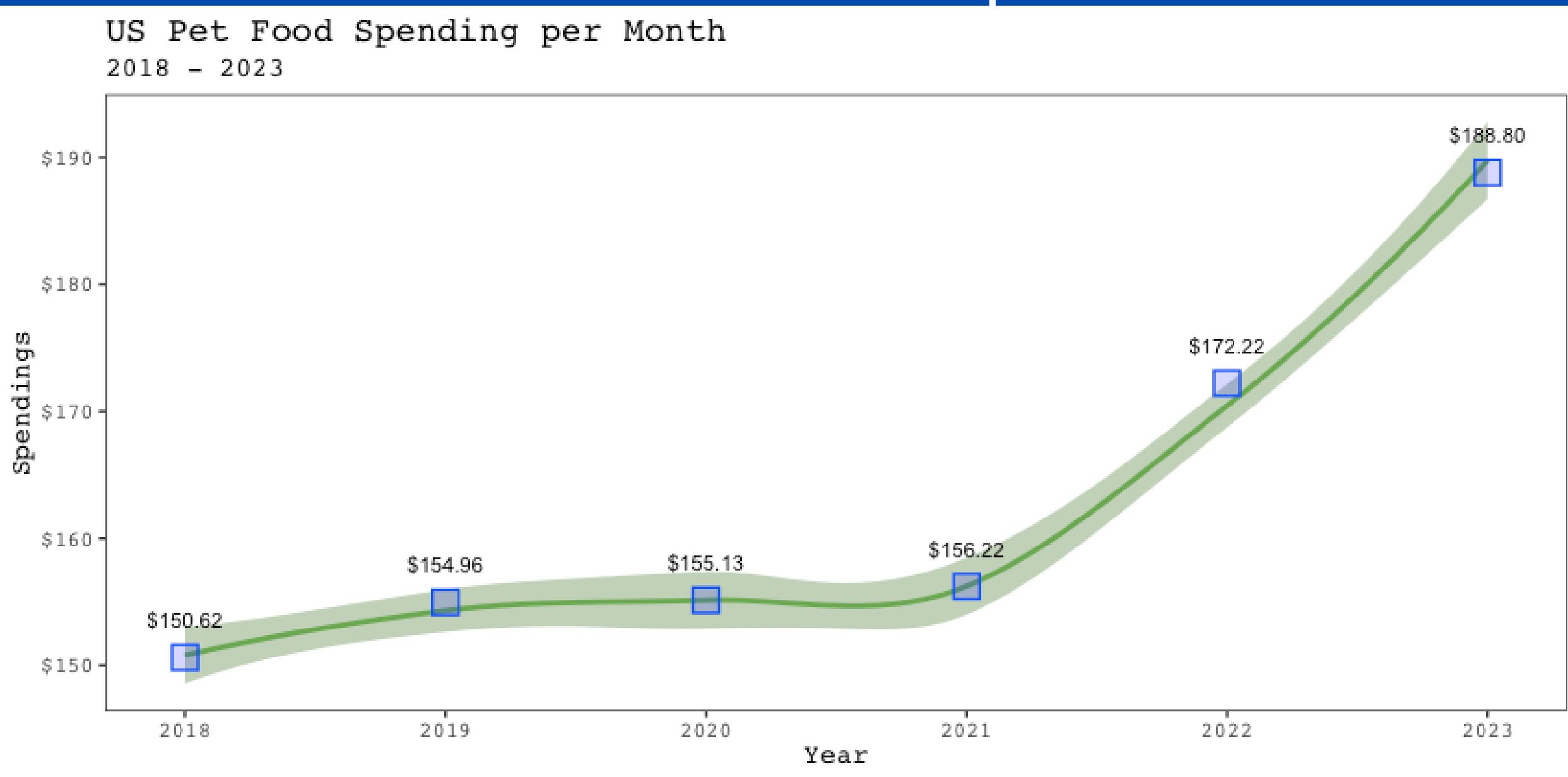
69 Million households have  
at least 1 dog

That's **44.7%** of all pet  
owners!

And taking the lead in  
most pets owned is  
Millennials at **33%**!



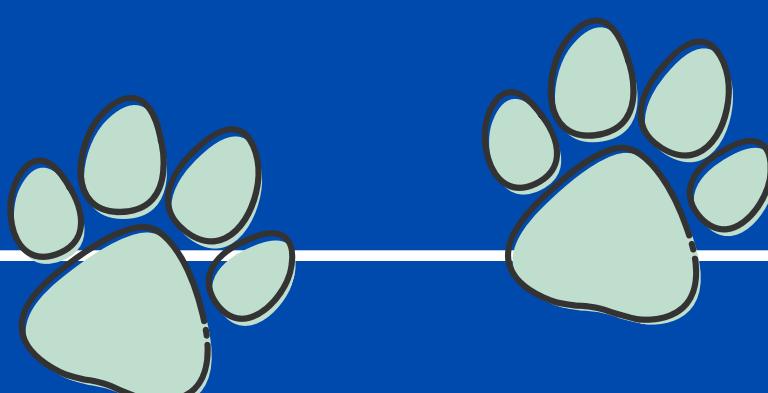
# Upward Trends



## Pampered Pets!

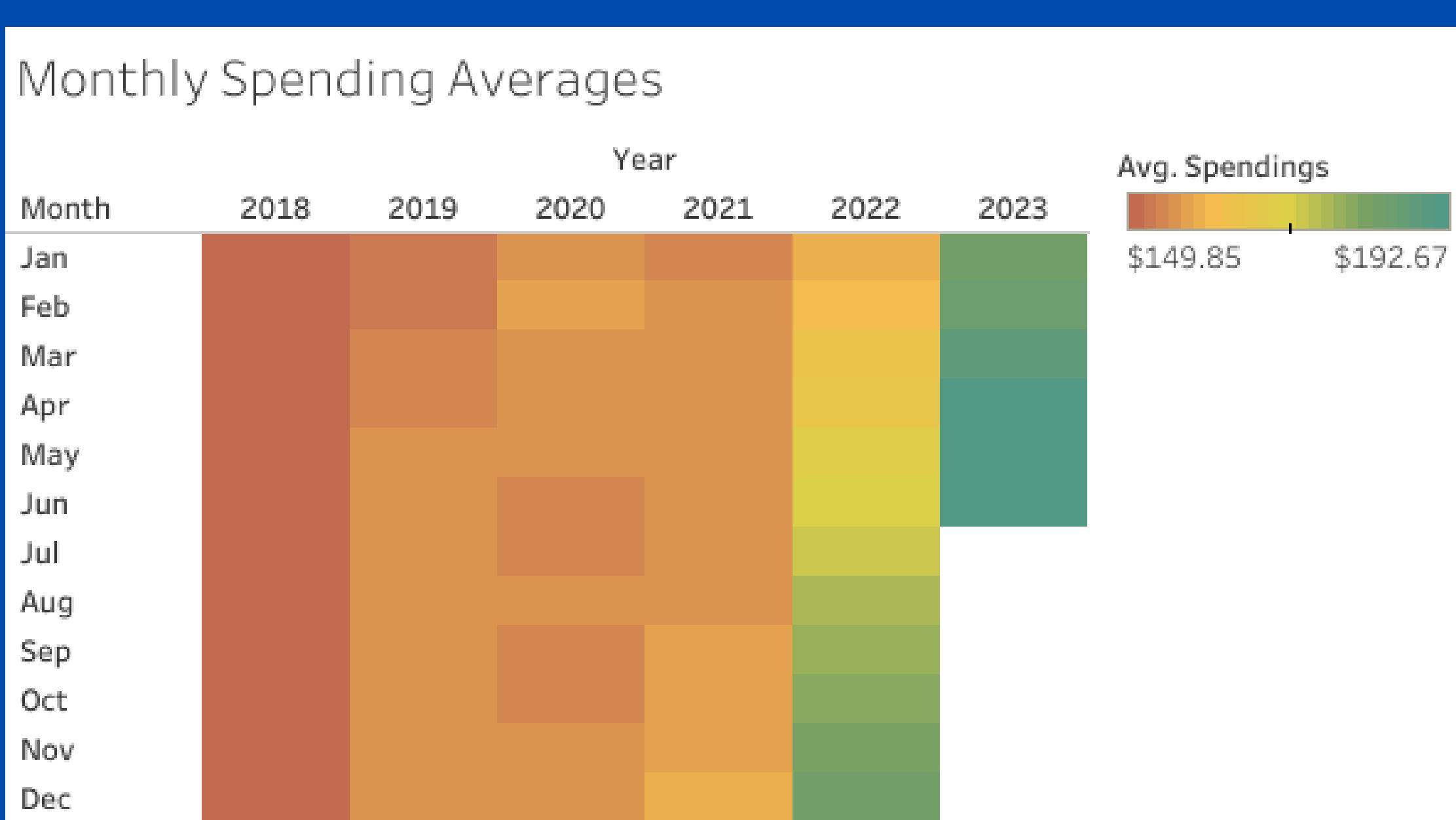
Since 2018, there has been a steady rise in pet food expenditure

From 2018 to 2023, an increase of **20%** a month!



# By the Month

The average is continuing  
to rise every month  
since mid-2021



# Conclusions



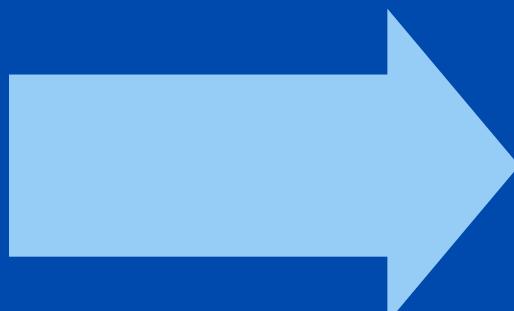
People are consistently spending more on pet food monthly (20%+ since 2018)

The most popular pet is canine (44.7%)

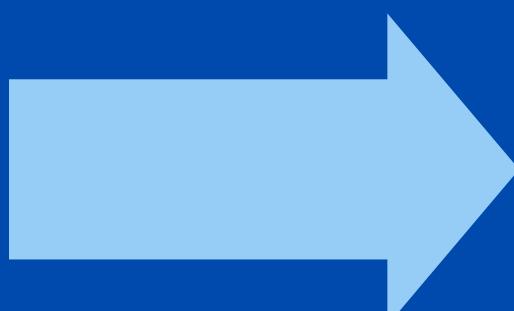
The majority of those spenders are millennials (33%)



# Recommendations



An increase in price to the current products



Moving forward products can be priced at a higher net profit



Warn current customers so they can get in "last minute" purchases at current prices



February 11, 2024

# Sources:

- U.S. Bureau of Labor Statistics - Survey: CPI for All Urban Consumers (CPI-U) - Pet food in U.S. city average, all urban consumers, not seasonally adjusted
- 2021-2022 APPA National Pet Owners Survey & 2023-2024 APPA National Pet Owners Survey

