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# WHITEPAPER

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PET STORE CRYPTO



25. AUGUST 2022

PET STORE BD

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PETSTORE BD is a unique store where we are bringing a wide range of foods, accessories and other products which is useful for your pet to keep it in good health and good looks in your house premises. Our app is one unique and different form of app in the Google play store from any other application for pet lovers.

We look to give you the best products for your pet in the most affordable cost which you will not be able to find in any other pet product application.

Browse through our application find the best product for your pet and we can guarantee you that you will not be disappointed in our application. To make your pet related life generally simple we present to you this application which will assist you with getting fundamental data required for your pets.

Our products are all imported from various countries of the world in order to give your pet the right nutrition and nourishment your pet needs. Pet Store BD.

First and foremost aim is to your pet's good health and best upbringing as we know that a pet might be an animal but it becomes the most emotional and sensitive part of your daily life as such don't hesitate to browse through our app and download it first from the Google play store.

In order to give you an even better shopping experience, we have decided to equip our shop with blockchain technology.

You can now pay directly in the shop with our token [PSBD] and process your transaction with crypto technology.

You can also expect many other advantages if you pay in the shop with our [PSBD] token. A loyalty program, raffles and of course hidden prizes.

You will also receive a permanent price advantage of 10% on the entire range when paying with our cryptocurrency.

What's more you can likewise arrange through the application with only a single tick to get the item for your pet. In addition this application will likewise assist you with managing your pet consideration.

We Pet Store BD and provide the quickest way of delivery all over the world. To get the delivery quicker and smoother please download the Pet Store BD application.

We Pet Store BD provide delivery in almost every part of the world.

## Pet Industry Trends, Growth & Statistics in 2022 and Beyond: Unleashing Your Ecommerce Pet Marketing Strategies

Surges in sales. Immunity from financial downturn. And an ecommerce market share outpacing online retail as a whole.

By every metric, the pet industry represents one of the most lucrative opportunities for online brands. Every metric ... except one.

Despite strong numbers, it's a dog-eat-dog world with the biggest of the big devouring far more than their fair share.

Intense competition marks the pet food, pet care, and pet supplies landscape — especially mass merchandisers privy to high-volume sales, the luxury of lower margins, and scale.

Two players, PetSmart and PETCO, account for nearly half of all online pet product revenue. Amazon's debut into white-labeled pet-food challenges start-ups lacking methods to address variable costs like supply-chain logistics and shipping.

What's more, traditional retail giants like Walmart and Target are expanding their online presence — redefining the pet market and shoppers' expectations.

*Globally, the pet care market has grown to \$261 billion in 2022; up from \$245 billion in 2021. An estimated 6.1% compounded annual growth rate (CAGR), will catapult that figure to \$350 billion by 2027.*

## How can DTC catch up with the pack?

Good news: there's plenty of hope.

With real numbers and tested strategies, this guide provides an overview into the state of the pet industry broken into two parts along with tactical lessons from ecommerce brands doing it right:

### **Pet Industry Trends: Growth & Statistics in 2022 and Beyond**

The Boom of Ecommerce's Pet Market  
Pet Ownership and Buying Behaviors  
Data on Three Verticals within the Industry  
Pet Stores, Retail, and Pop-Ups  
Amazon: The Elephant Great Dane in the Room  
Pet Industry Marketing: Unleashing Your Ecommerce Strategy

Visitors: Driving Paid Traffic  
Conversion Rate: Ad Creative & Web Design  
Customer Lifetime Value: Cash Multiplier  
Variable Costs: Profitability  
Case Studies: Lessons from Three Pet Brands

Pet Industry Trends: Growth & Statistics in 2022 and Beyond  
Mapping data across the pet industry is notoriously difficult. Unlike fashion marketing, health and wellness, and the beauty industry, no single source of market research exists.

Thankfully, by coordinating resources, we can get clear answers on a number of pressing questions, namely ...

**How profitable is the pet industry?**

**How much is the pet industry worth?**

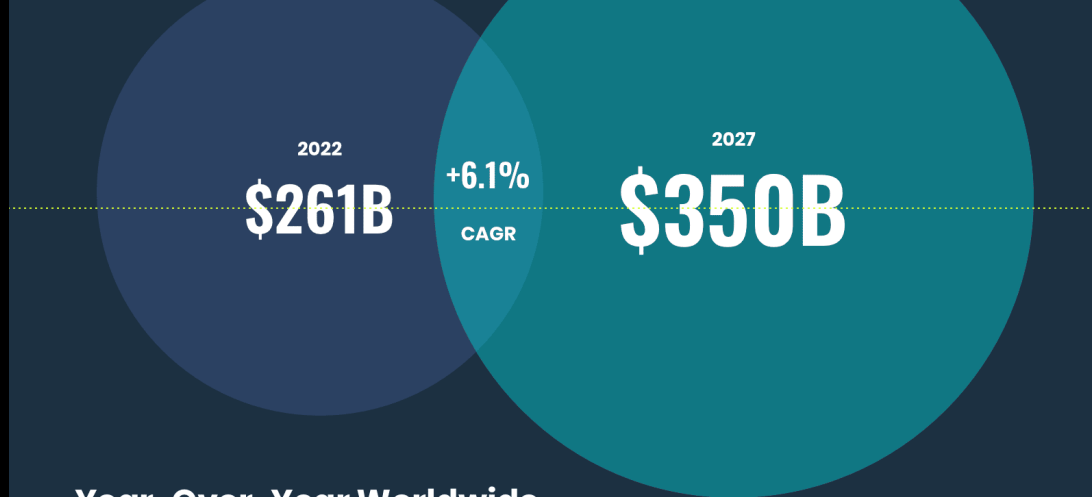
**Is the pet industry growing or shrinking?**

**What is lacking in the pet industry?**

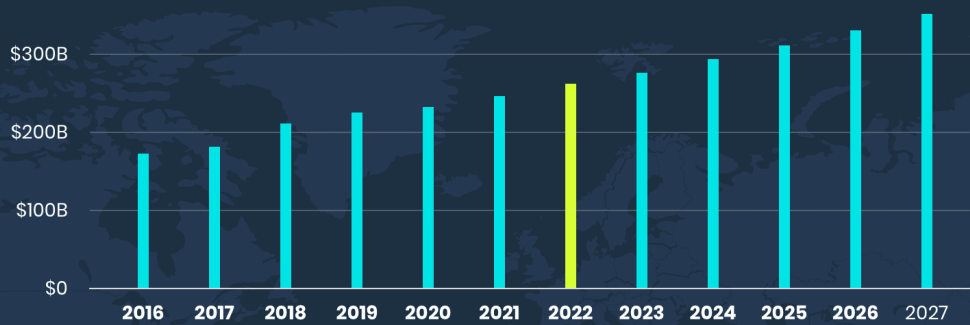
**And what challenges do pet brands face?**



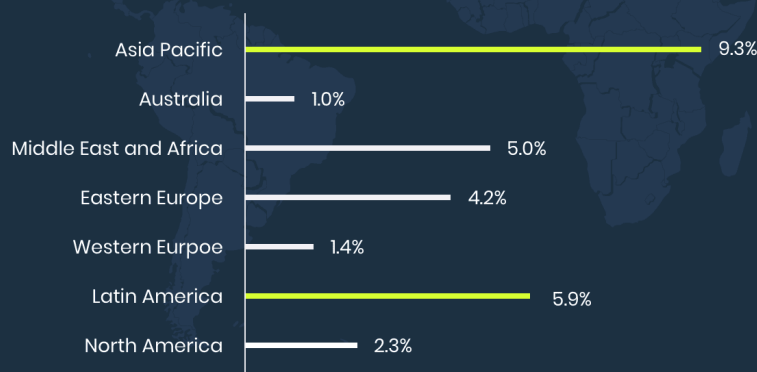
## How Big Is the Pet Industry? Global Market Size & Growth Rate



## Year-Over-Year Worldwide Sales for the Pet Market

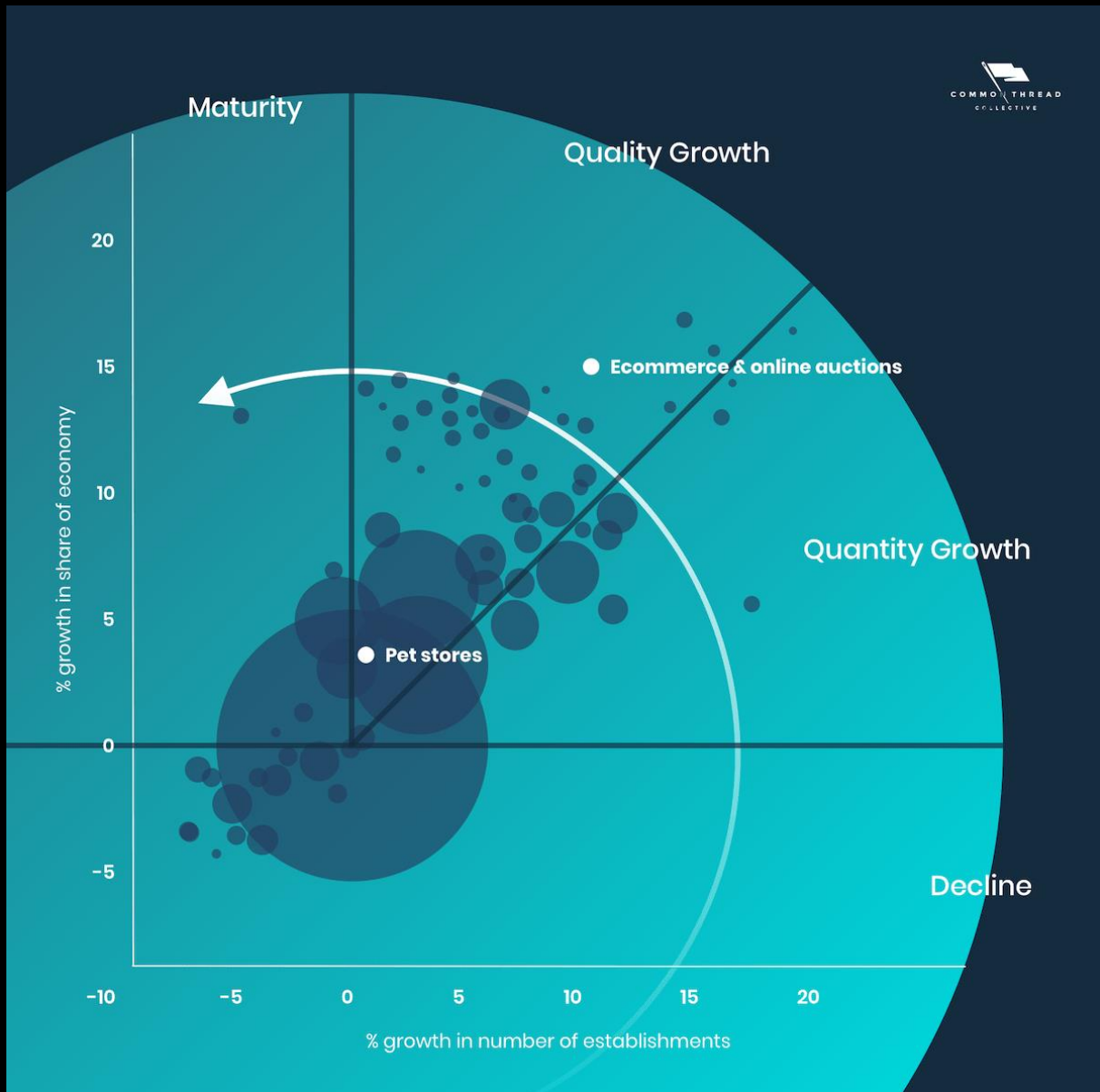


## Pet Industry Growth by Region



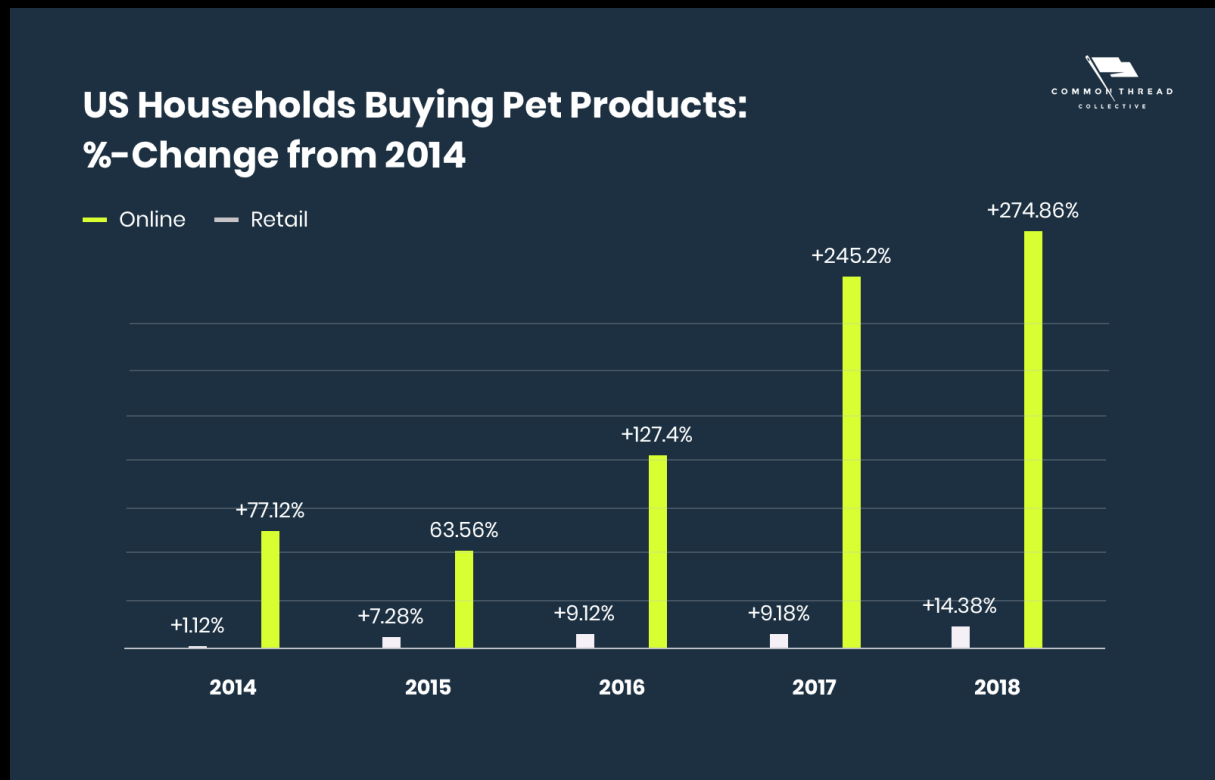
While North America and Western Europe are mature, they still offer possibilities for an uptick in consumer purchases relative to the growth experienced worldwide.

Space exists for the development of new products and especially new channels: an advantageous lifecycle stage for emerging brands to enter and thrive.



## 1. The Boom of Ecommerce's Pet Market

While retail stores have seen a slow increase in buying, the online pet market has nearly quadrupled since 2013.



With pet ownership rates continuing to rise, the target market for the industry as a whole will expand, allowing new penetration points.

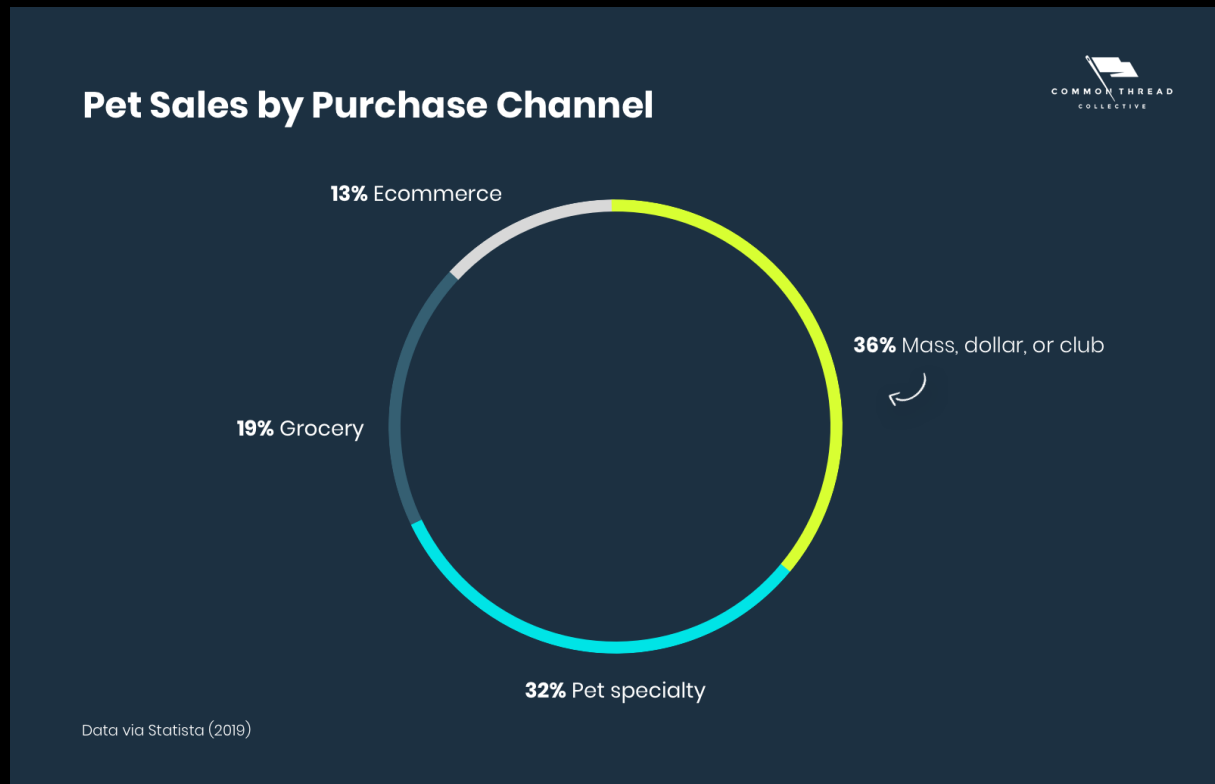
Yes, the big-box pet stores are experiencing good fortune. But, to fear the competition is to miss the way forward.

For entrepreneurs eager to penetrate new markets, pet food and pet supplies are the second and third biggest ecommerce CPG categories across the industry. The promise of prosperity is acutely high within the natural foods, animal care, and supply sectors.

### Leading US Ecommerce CPG Categories

Data via Statista (2018)

Within the ecommerce sector especially there is significant room for maturation, as customer preference for shopping for pet products on ecommerce sites is estimated to grow at 9.4% — a sizable increase over its already 13% market share.



Whether it's a rise in the number of household pets or diversified shopping platforms — the result is an expansion of the global pet market. No surprise, the area of opportunity for businesses looking to expand market share in the pet industry is online.

Ecommerce gives pet owners exactly what they want ...

Convenience and comfort

Product information and choice

Pricing comparisons that make value clear

Devoted focus on customer relationships

The traditional model relied upon by the major industry players clashes with what customers have come to expect in the world of digital.

This digital disconnect offers an opening for ecommerce brands to leap up and capture market share. Their opportunity lies in creating a unique brand identity within their pet market niche and the advantage of ridding themselves of middleman margins in comparison to mass-market pet brands.

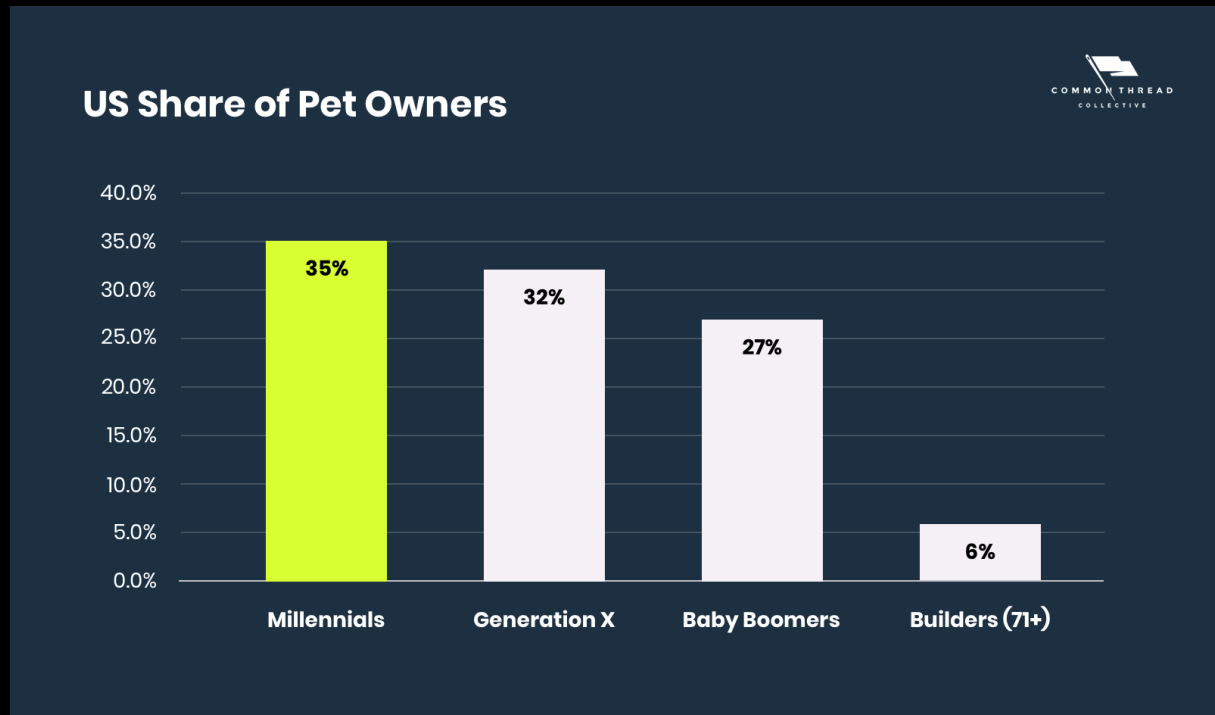
Looking to the future, it's a game of how high will ecommerce sales go.

However, to focus on the sales numbers alone is to miss an even more compelling signal: a generational shift.



## 2. Pet Ownership Demographics and Preferences

No longer do Baby Boomers represent the largest portion of pet owners; that title now belongs to Millennials. Pet brands who will win the future of the industry must understand how Millennials differ from the other generations.

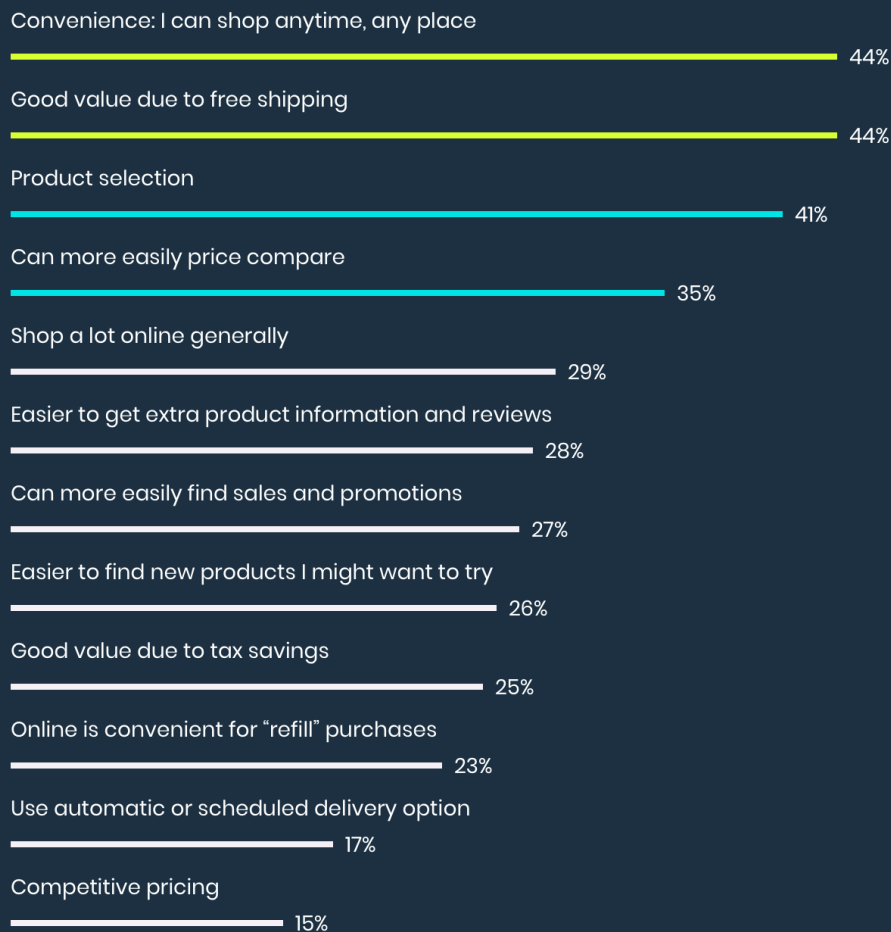


Digital purchasing power cannot go without emphasizing the importance of marketing within that space. Millennials nearly double baby boomers in relation to time spent on social media: 90.4% of millennials are active social media users compared to 48.2% of Baby Boomers (eMarketer, 2019).

By nature of how users natively wield social, the pet category seamlessly fits within the realm of sharable content. Thus, retailers who meet millennials where they're at — even if that means entering new worlds created by Web3 — can be a make or break difference for brands looking for competitive channel advantage.

In addition, competitive pricing, convenience, and personalization are blowing the brick-and-mortar house down.

## Motivation for Purchasing Pet Products Online in US



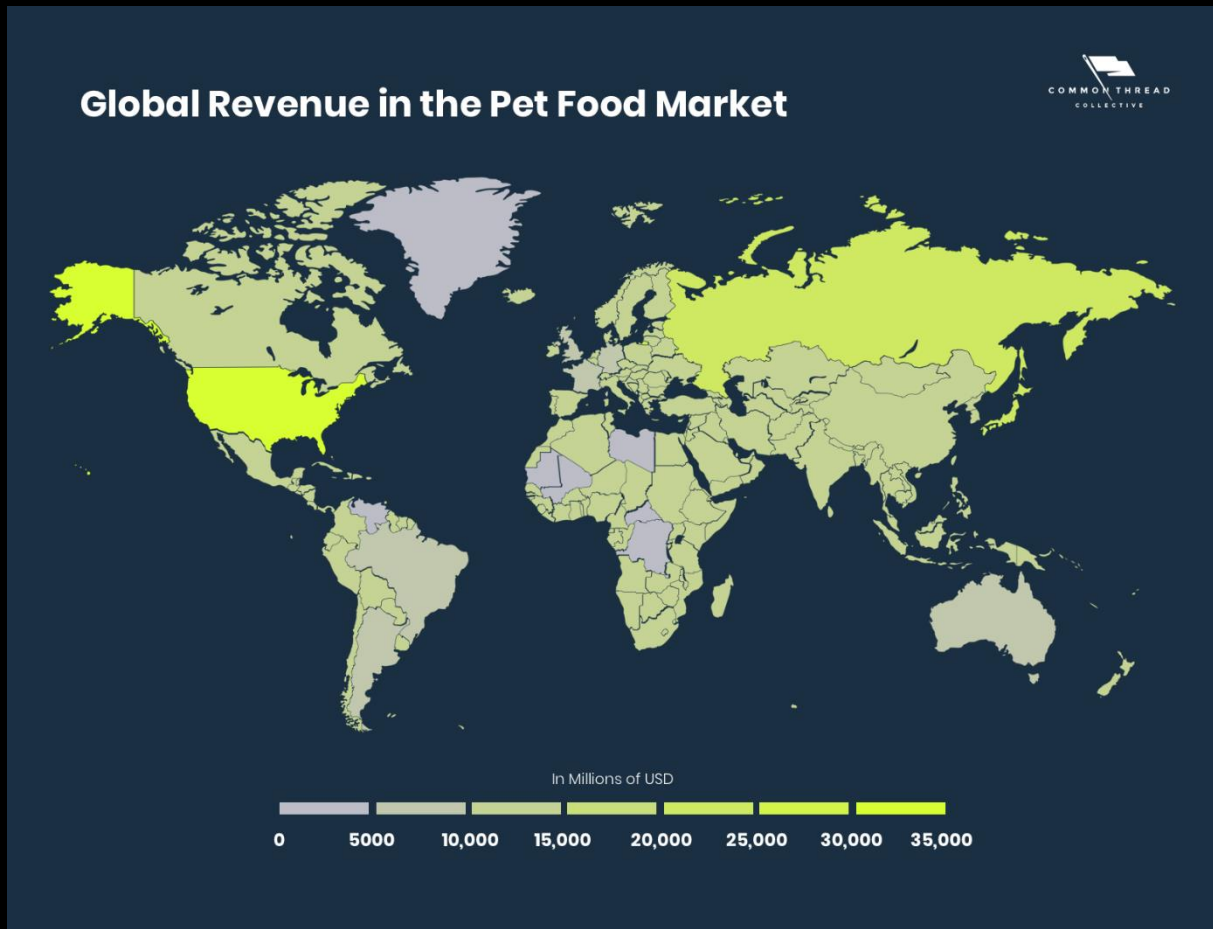
The response: dual-channel retailing, faster fulfillment, improved cost controls, and advances in home delivery. Demand for high-quality products from millennials further attributes to industry profit because of the generally higher mark-ups of premium products.

Making this data actionable for means examining ecommerce trends and statistics within three segments, each with its own unique value propositions ...

### 3. Data on Three Verticals within the Industry

#### (1) Pet Food Market

At \$91.1 billion worldwide, pet food represents the single largest niche within the larger space:



Within the United States' 2020 market volume of \$30.9M, most revenue is generated by the food segment, which also includes treats and supplements.



Add to this the potential for premium pet food products within the market segment. Natural and organic food products tend to come at a higher price tag, affording operators to earn greater markups.

An increasing penetration of retail sales has augmented the growth of the pet food market. At the same time, availability of pet food on ecommerce platforms entices consumers with convenience and the stripping away of physical shopping constraints.

## **(2) Pet Care & Services**

The pet services market includes grooming, boarding, training, and care.

Over the past five years, it has been the fastest-growing product segment under the industry umbrella. With more and more owners considering their pets as family, it's rise is driven by interest in pampering and specialty services for furry family members.

Alongside it is the veterinary care industry, which has undergone growth as a result of mass household penetration.

Rising per capita income and growing pet adoptions for companionship lend to an increase in spending on pet care which will continue to boost the market.

Regardless of the distribution channel, brands within the pet care industry that offer premium services may see further gains.

Because households are obtaining higher incomes, they are able to afford premium discretionary service. It also affects the lifestyle of pet owners, affording them more ability to travel, thus increasing the importance of the boarding services segment.

## **(3) Pet Products & Supplies**

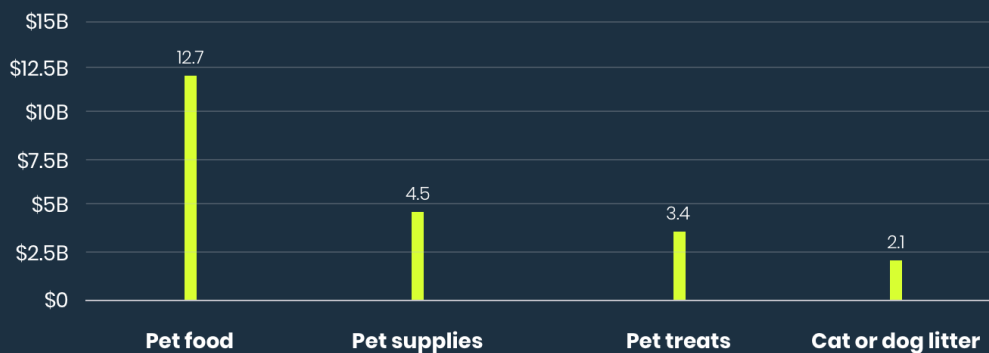
With food and pet care holding the top two spots in terms of industry sales, there are more promising prospects within the pet supply market because it is slower growing and encompasses niche products like clothing, food bowls, collars, and carriers.

A key driver for this industry will be the wide range of availability of fashionable and multifunctional pet accessories.

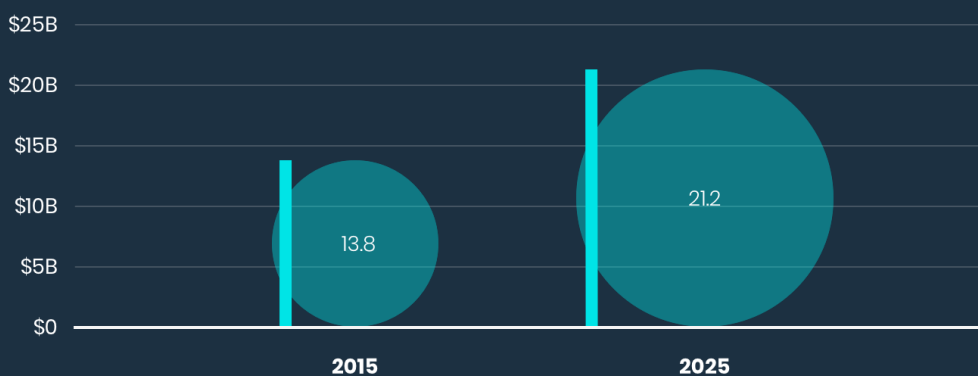
Pet supplies are a leading industry category in the United States, with sales of approximately 4.54 billion U.S. dollars and positive sales growth of 2.7%.

Its share of revenue also spread due to the “pet parenting” trend, in which pet owners treated their pets as family members and started supplying them with complementary products. This segment accounts for an estimated 40.6% of total industry revenue in 2019.

### US Pet Product Categories by Sales



### Value of Pet Care Market for Over-the-Counter Supplies



Of those buying pet products, approximately 17% reported buying pet products online in 2017, up from approximately 13% in the previous year.

Pet supplies and accessories sold by retailers also encounter mounting competition not only from mass merchandisers but by smaller outlets because there are no regulations that limit their sales.

For online retailers, favorable economic conditions in the pet supply segment can be complimented through product innovation. Since mass-market brands offer goods with little differentiation, the spike in exclusive niche products will help diversify the current price competition.

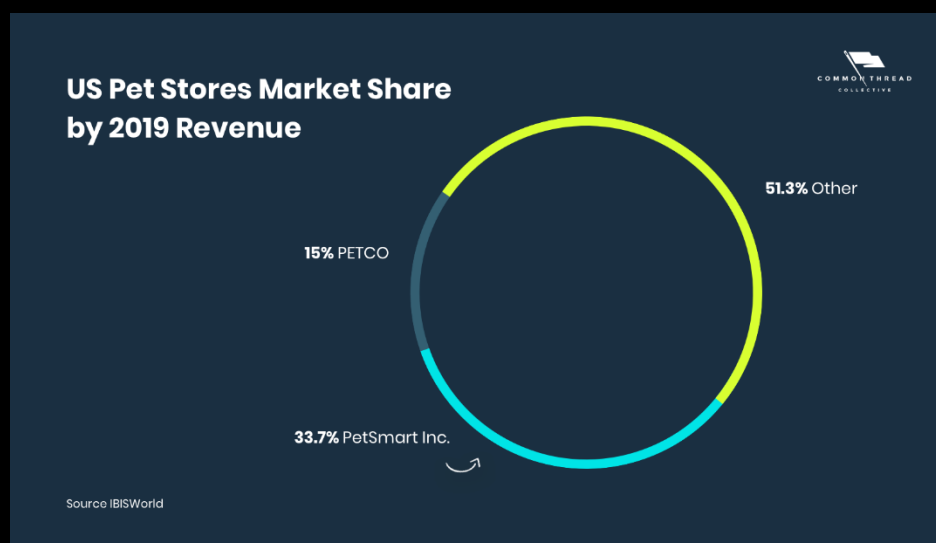
In this way, niche product marketing will become mandatory to success for brands positioning themselves apart in the space.

## 4. Pets Stores, Retail, and Pop-Ups:

Don't Bite the Hand That Feeds You

PetSmart and Petco still hold the largest market share. Two retailers account for ~40% of the landscape, compared to more fragmented verticals like the home furnishings industry where 13 control 55%.

According to Pet Business' Top 25 Retailers list for 2019, while PetSmart added a net total of 48 stores (versus more than 100 in 2017), Petco added a net total of 10 stores (versus 39 in 2017).



"Despite mounting competition from supermarkets, mass merchandisers and online retailers that offer similar products at greater convenience and competitive prices – traditional brick-and-mortar establishments have successfully positioned themselves as pioneers and exclusive providers of high-quality food and service offerings, such as grooming or daycare," states the IBIS World Industry Report.

Meanwhile, digitally native pet brands are steadily gaining more market share.



Their success reflects how advances in technology within the human consumer retail market are driving change in the companion animal market as well.

None illustrate this shift more than ...



Accomplished entrepreneur with a strong track record of success

Master of client acquisition with a strong focus on cost-of-acquisition

Excels at developing lucrative, unique offers in the digital advertising world



Skilled full-stack developer and UX designer with a focus on interactive design

Excels at business development, user experiences, and mass adoption

Background in business analytics, SEO, digital marketing, and design

Well-versed in graphic design software and API integrations



Early adopter of blockchain technology, Co-Founder of Solidified.io

Globally sought-after technical advisor to a wide range of blockchain companies

Author of blockchain developer trainings in Ethereum, Hyperledger, and more

Maintains an ongoing blog focused on Solidity and smart contract design patterns