



# Digital Pet Care Industry (2022)

# Executive Summary

## Overview

*With digital technology enhancing all aspects of consumers' lives, it is no surprise that pets and their parents are getting digitally connected too. Just as technology is transforming person-to-person interactions, innovative technology is enabling new people-to-pet relationships as well. The market is driven by increased disposable income, rising pet adoption rate, fast adoption of digital technologies and consistent increase in spending per pet.*

Pets are increasingly considered as irreplaceable family members, especially among millennials who are willing to spend more on improving their pet's health and quality of life. Many economic experts believe that the pet industry is one of the most stable industries around. Studies have shown that even during times of economic trouble, people still tend to consider their pets to be a high priority, and they still often spend significant money on their animals.

Digital pet care services have emerged to digitally connect pet owners to a network of pet care service providers such as mobile-based platforms that connect pet owners with dog walkers, pet boarding, pet sitting, etc., digital veterinary platforms that connect pet owners to vets and provide on-demand video consultation services, platform for shelter and non-profit organizations for management of animals, volunteers, medical records, adoptions, contracts etc.

Technological advancements that are making grooming, training facilities, and boarding accessible to the owners and assist in keeping track of the pets are expected to boost the market growth. Growing number of pet care owners, rising awareness pertaining to veterinary health, and changing demographic trends will impel the market demand.

## Drivers

The main drivers of this growth are the rise in pet ownership and a consistent increase in spending per pet, resulting from – for example – an increased spending on grooming, vaccinations, vets, or the growing prevalence of zoonotic diseases, which is driving up pet care expenses. Another key factor is that owners increasingly treat their loyal companions like family members, with all the perks and benefits this brings. Additionally, increasing health consciousness among pet owners regarding the pets one of the significant factors for the rising demand for digital pet care services, thereby contributing to the market growth.

The digital pet care market is growing with smart solutions for pet care with the help of mobile apps and platforms that connect owners with professionals. PetTech gadgets, like collars with special monitors, are being developed for training or tracking. Platforms and apps are connecting owners with vets and pet service providers or are live monitoring pet's vital signals.

Digital pet care is blooming worldwide, not only in France and Bulgaria and the larger EU market. The pet industry is undergoing explosive growth attributed to the rise of smart tech, e-commerce in the pet market, and the changing demographics of pet owners. As per FEDIAF, there are over **88 million** European households that own a pet and that the annual sales of pet products and services, including food, is over 42 billion. The COVID-19 pandemic also had a positive impact on the industry by increasing the popularity of pet adoption throughout the Europe.<sup>1</sup>

The Digital Pet Ecosystem is the new technology trend that is further likely to drive the market in the coming years. The Digital Pet Ecosystem means anything digital that connects pet owners and pet care service providers. This would include some of the basics like automated email and reminder services, as well as any software that pet care service providers can use to connect with clients. Examples of services would be appointment booking, plus remote monitoring platforms that help with things like activity, weight, or basic communications via an App.

# Market Dynamics

## Drivers



### **The Pet Humanization Trend is Driving the Market**

The pet humanization trend has a positive influence on the market growth, with rising consumer interest in treating pets as part of their family. Urbanization is forcing people into smaller spaces where larger pets are not economical as their maintenance costs are high compared to smaller pets. Small pets are much more likely to be indulged and humanized than larger pets. The popularity of pet fashion among pet owners has a positive impact on the market and is expected to contribute to significant growth. Some pet owners are very particular about representing their lifestyles by spending on comfortable and luxurious products and services for their pets. Millennials are predisposed to regard their pets as 'part of their family' and that change in attitude towards pets presents various opportunities for new innovative pet platforms that ensure the pets wellbeing. These factors have led to a marketplace led by small animals such as cats and dogs, as indulgent pet owners are happy to spend heavily on ensuring the best quality of life for their pets, which is driving the demand for digital pet care services.



### **High spending on pet care to favor enormous growth**

Increasing spending of the people on different kinds of pet care related services such as veterinarian related, grooming, boarding, pet hotels, pet sitting, dog walking, day care and others is likely to ease such services consumption rate, thereby driving the market growth. According to the European Federation of the Pet Food Industry (FEDIAF) in Europe the average monthly expenditure per household on dogs and cats is **217 euros**.<sup>2</sup> Moreover, growing number of pet owners, rising awareness pertaining to veterinary health, and changing demographic trends across the Europe will impel the market demand. Also, millennial who now constitute the majority of pet owners are people who spend long hours working. This drives the demand for convenience, such as digital pet care platforms, in the purchase of pets products and services that they use.

## Trends



### Personalized digital pet records and reminders

**8 out of 10** pet owners like to have prompt access to their pet's advanced information.<sup>3</sup> Digitalized pet records seem to serve that idea quite well. These digital pet records provides owners with relevant information about their pets in one location. It includes digital vaccination records, medical records, vaccination and deworming reminders,, preventive treatment schedule, automatic appointment reminders, grooming records etc. Consumers can access it anytime and anywhere. There are many apps available that allow pet owners to book appointments, coordinate with the vets, and groomers. Some apps also allow to share pet records with veterinarian, specialist or caregiver to give them a complete picture about pet's medical conditions and care needs.

For instance – Pet11 allow its users to keep detailed information for every aspect related to caring of pet such as medical records, clinical records, preventive treatment schedule, hygiene care etc. The pet owners will get reminders for everything related to vaccinations, deworming, medications, visits veterinarian etc.



### On-demand pet care services

A new class of on-demand services is elevating pet care. The basic purpose of these platforms to assist pet owners in taking care of their pets. These platforms connect pet owners to on-demand pet care providers such as groomers, dog walking services etc. The large portion of the population in Europe is a pet parent and offering them an effective on-demand pet care platform can be an intelligent choice. The popular on-demand pet care is dog walking services. They provide a hassle-free option for dog owners who cannot afford to take their dogs on a walk. Many startups have emerged in this space Europe. For instance – [Snau](#) is the go-to website for a dog's owner everyday needs. the platform is a vetted marketplace of dog services such as sitting, walking, training and grooming. The dog owners can find dog walker by entering postal code. Dog walking service also includes pick up and delivery.

# Market Dynamics

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## Trends



### Pets health monitoring through connected devices

Wearable technologies are extensively used among people to track their health. Similar products have been launched for pets as well by tech-savvy entrepreneurs. The wearable app development for pets is gaining popularity for the past few years. As of now, there are very few companies indulged in the manufacturing of wearable devices for pets. These wearable devices are not created for health purposes alone. They are also meant for keeping a security check and location tracking of the pets. It is speculated that in the future, pet wearable app development will be able to help people in sending their pets for a walk alone. Many companies are delivering digital pet care through remote monitoring devices. One such company is [Felcana](#), that monitors cat's and dog's health and wellbeing, using connected devices and tracking exercise, temperature, eating and drinking habits, and sleeping patterns. This data is collected and analysed in Felcana's cloud computing platform, which also produces reports and insights made available for the veterinarian experts.



### Subscription-based model

The subscription-based model allows pet parents to get an online consultancy on demand at a time which is convenient to them, get a free second opinion (if needed). The system also offers many other services like nutrition consultation, behavioral consultation and other specialist consults on demand. Pet owners can speak to a vet within seconds, day or night, all from the comfort of their home. They can consult with vets via video, audio or text chat.

For instance- [PawSquad](#) platform provides access to convenient, low-stress approach to routine veterinary care, connects pet owners with pet care providers and veterinary doctors via online video or text chat consultations, enabling pet owners to get their pets treated at home. It features services such as 'Video Visits', a 24/7 face-to-face video consultation service with certified vets.

# Market Outlook

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## Overview

### Innovative startups are emerging in digital pet care space

There is a constant increase in the number of households in Europe that have pets. Also, the spending on pets has seen a surge of late. Apparently, this has boosted the business of pet-related services to a great extent. As the demand for smarter products and innovative services increases, so will creative inventions in the pet-care space. Several revolutionary innovations are coming up in the digital pet-care industry. Some of the them are:



PawSquad was launched in August 2015 in London with the mission to improve the way pet care is delivered. Over the past few years, the startup has built a successful marketplace that connects pet owners to pet care providers (vets, trainers, breeders, nutritionists) over multiple touch points. PawSquad features services such as 'Video Visits', a 24/7 face-to-face video consultation service with certified vets.



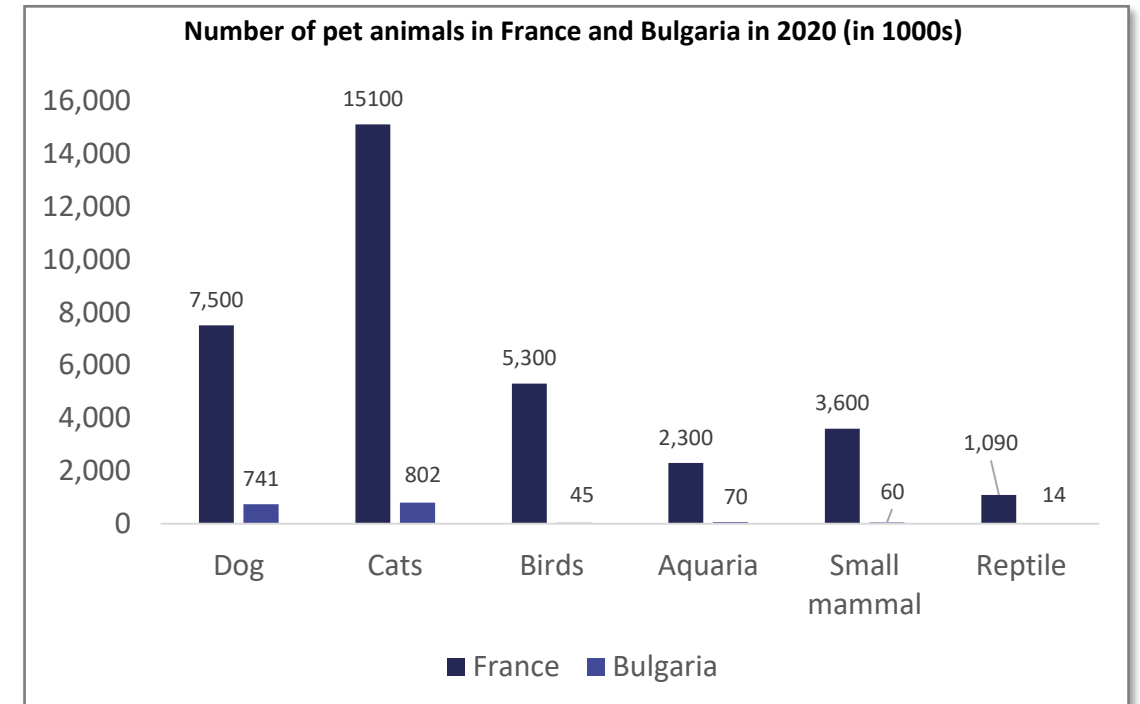
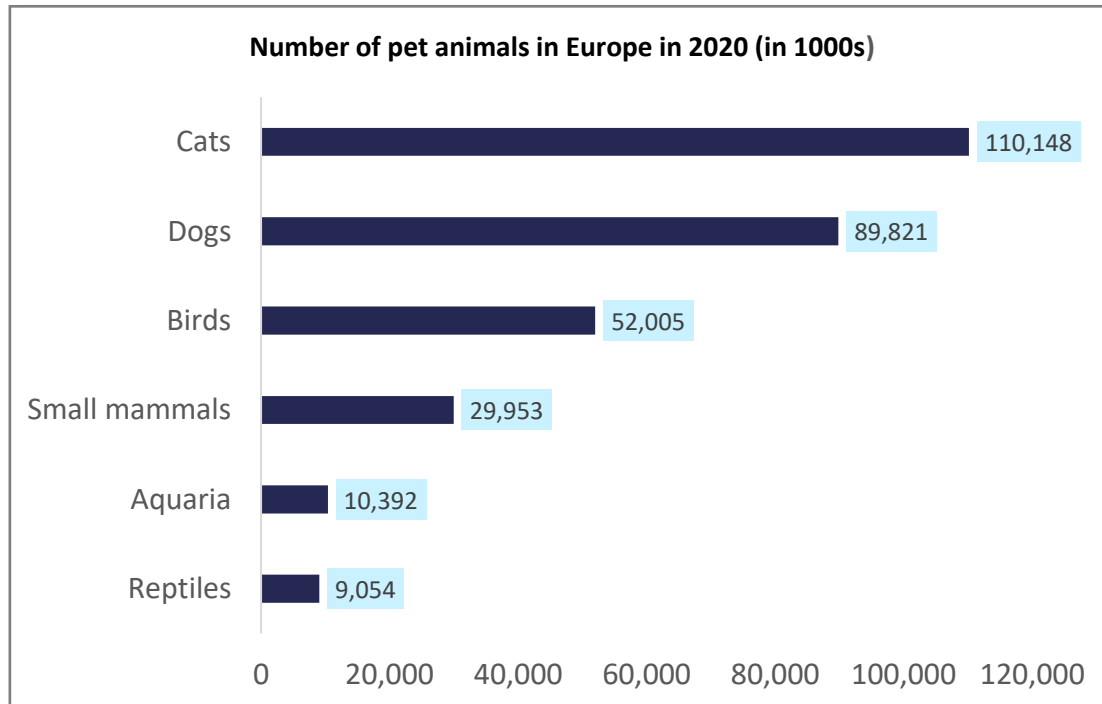
Founded in 2017, Blepi is an app for finding suitable pet advisers, veterinarians, coaches or dog hairdressers just next door for pets. The user can search for a vet, pet grooming salon, animal caretakers, dog hotel, cat pension, cat hotel, animal shelter and many other services. The user can search, compare and book the services on the platform. Blepi is a guide for pet owners and shows where the nearest animal expert or pet shop is located.



Tailwise was launched in 2017 with the aim to ease the process of looking for and purchasing a dog. It is a platform that matches dog buyers with trusted and safe dog breeders. The company also provides its users with guidance and assistance when looking for a dog, vetting breeders, ensuring puppies are healthy and giving future owners a 'No Puppy Farm' guarantee.

# Pet Population in Europe

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Sources: [https://drive.google.com/file/d/1ER8F1E3gwX2g3Tl5aGpxPziCuyOj-1p\\_/view](https://drive.google.com/file/d/1ER8F1E3gwX2g3Tl5aGpxPziCuyOj-1p_/view)

- **88 million** households (38%) own a pet in Europe. **26%** of European households owning at least one cat and **24%** owns dog.
- In 2020, was over **110 million**. Germany and France were the two countries where the number of cats was the highest. The population of pet cats and dogs in France is **15 million** and **7.5 million** respectively.
- With so many pets in Europe including in France and Bulgaria, it can be estimated that the market surrounding them is also huge and lucrative. With the growing population of pets, the demand for digital pet care will also rise in Europe.



# Pet ownership in Germany

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## Outlook

Almost half of all households in Germany (47 percent) included pets in 2020. In total, Germans lived with **34.9 million** dogs, cats, small mammals, and pet birds, almost one million more than in the previous year. This figure doesn't include large numbers of fish and terrarium species. **66 percent** of all families with children had a pet, and 13 percent of all households had at least two types of pets.

### Cats are still the favorite pets in Germany

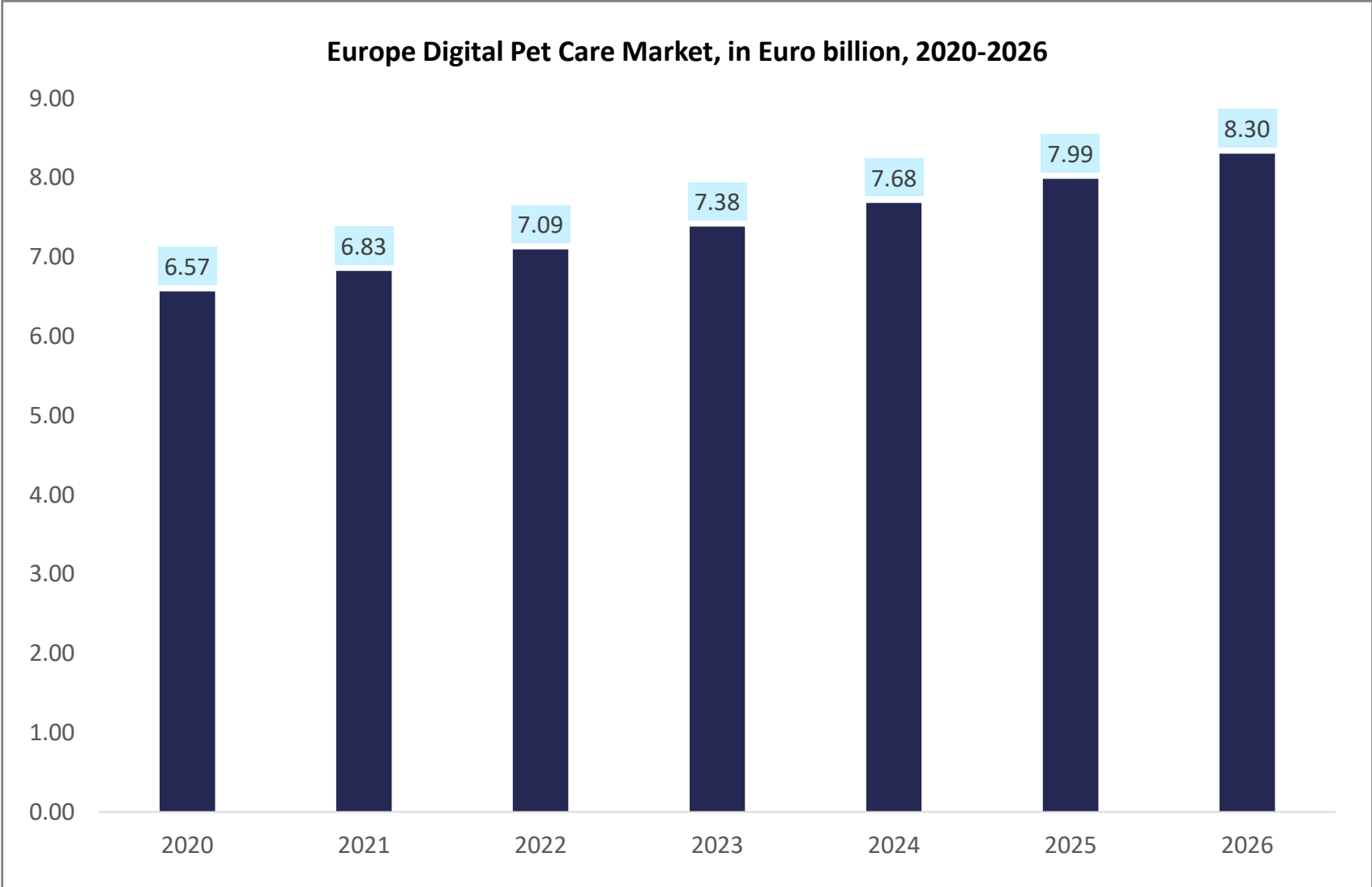
Cats are still the no. 1 pet in Germany, with **15.7 million** in 26 percent of households. Cats make up **52 percent** of the pet population, with dogs in second place at 10.7 million in 21 percent of households. Based on the latest survey, the proportion of mixed-breed dogs declined from 47 to 42 percent. Five percent of German households accounted for 5.0 million small animals like rabbits, guinea pigs, hamsters, and mice. Birds kept as pets totaled 3.5 million in three percent of German households in 2020. In the same period, there were 1.8 million aquariums in four percent of households, 1.4 million fishponds with pet fish in three percent of households, and 1.3 million terraria in two percent of households in Germany.

### COVID: Demand for dogs and cats' surges in Germany

Coronavirus pandemic boost the pet adoption rate in Germany. During the pandemic, Germans discovered their love for animals. Cats and dogs, the traditional favorite animals in this country, were in particular in demand. Even before the pandemic began, one in four German households had a cat, and one in five had a dog. Now, in times of contact restrictions and lockdowns, people are lonely and many who are in furlough or home office have the time to look after a pet. According to the German Kennel Club (VDH), about **20%** more dogs were purchased in 2020 than in previous years.

*Sources for numbers: FEDIAF*

# Total Addressable Market



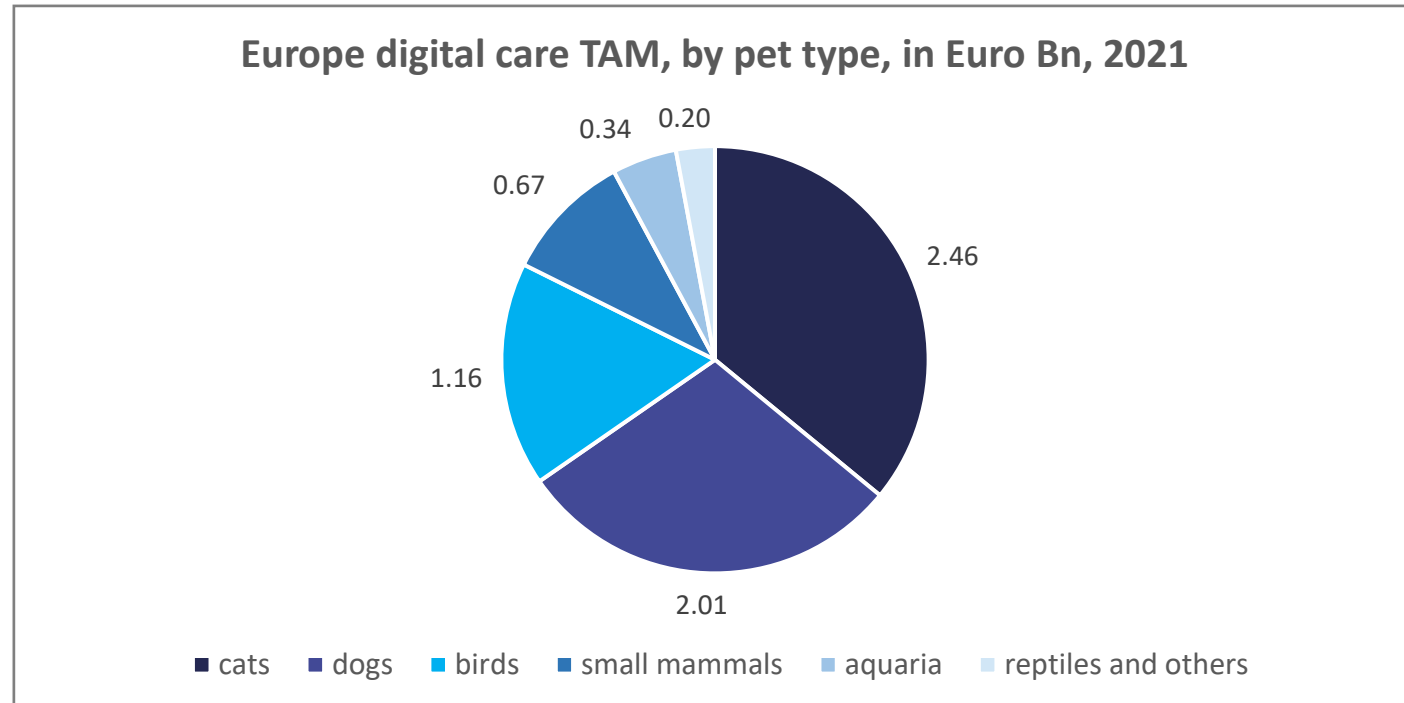
Market Value & Forecast	
Year	Value (€ Bn)
2022	7.09
2023	7.38
2024	7.68
2025	7.99
2026	8.30

- The Europe Digital Pet Care Market was valued at € 6.83 Billion in 2021.
- The market is anticipated to experience a compound annual growth rate of 4.0% during 2021 to 2026.
- The market is expected to reach a market value of € 8.30 Billion by the year 2026. Europe is witnessing a significant increase in the number of digital pet care service start-up companies.

Sources: Graphicalresearch.com, Grandviewresearch.com, Prnewswire, calculations and estimations

# Europe TAM by Pet Type

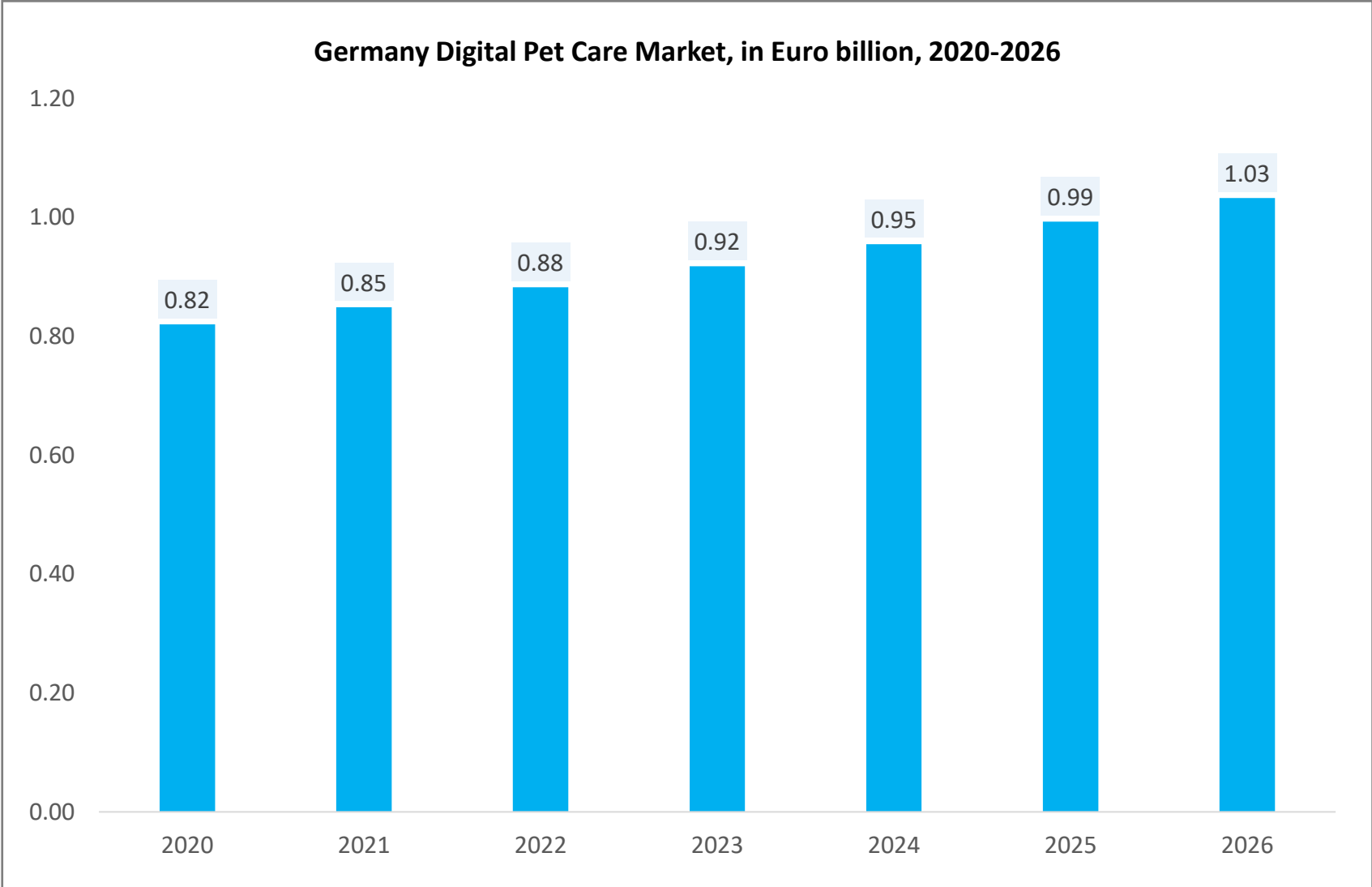
11



*Sources: Calculations and estimations, FEDIAF total pet data*

- The above graph given has data that has been calculated to depict the total addressable market by pet category in digital space.
- Cats held the largest share at Euro 2.46 billion in 2021.
- Dogs held the second place at Euro 2.01 billion worth of digital pet care spending in the year 2021.

# Total Addressable Market



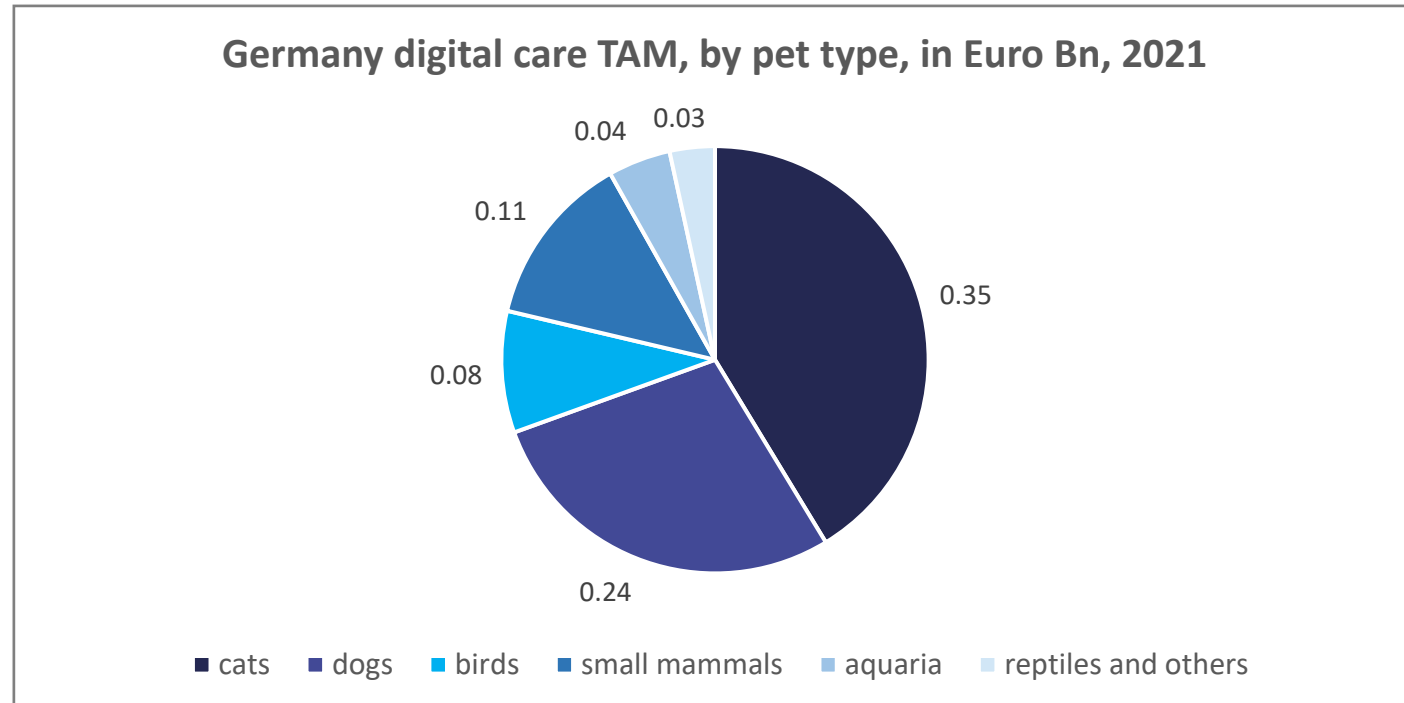
Market Value & Forecast	
Year	Value (Bn)
2022	0.88
2023	0.92
2024	0.95
2025	0.99
2026	1.03

- Germany Digital Pet Care Market was valued at € 0.85 Billion in 2021.
- The market is anticipated to experience a compound annual growth rate of 4.0% during 2021 to 2026.
- The market is expected to reach a market value of € 1.03 Billion by the year 2026.
- Cats are the most common pets in Germany.

Sources: Graphicalresearch.com, Grandviewresearch.com, Prnewswire, , FEDIAF total pet data, calculations and estimations

# Germany TAM by Pet Type

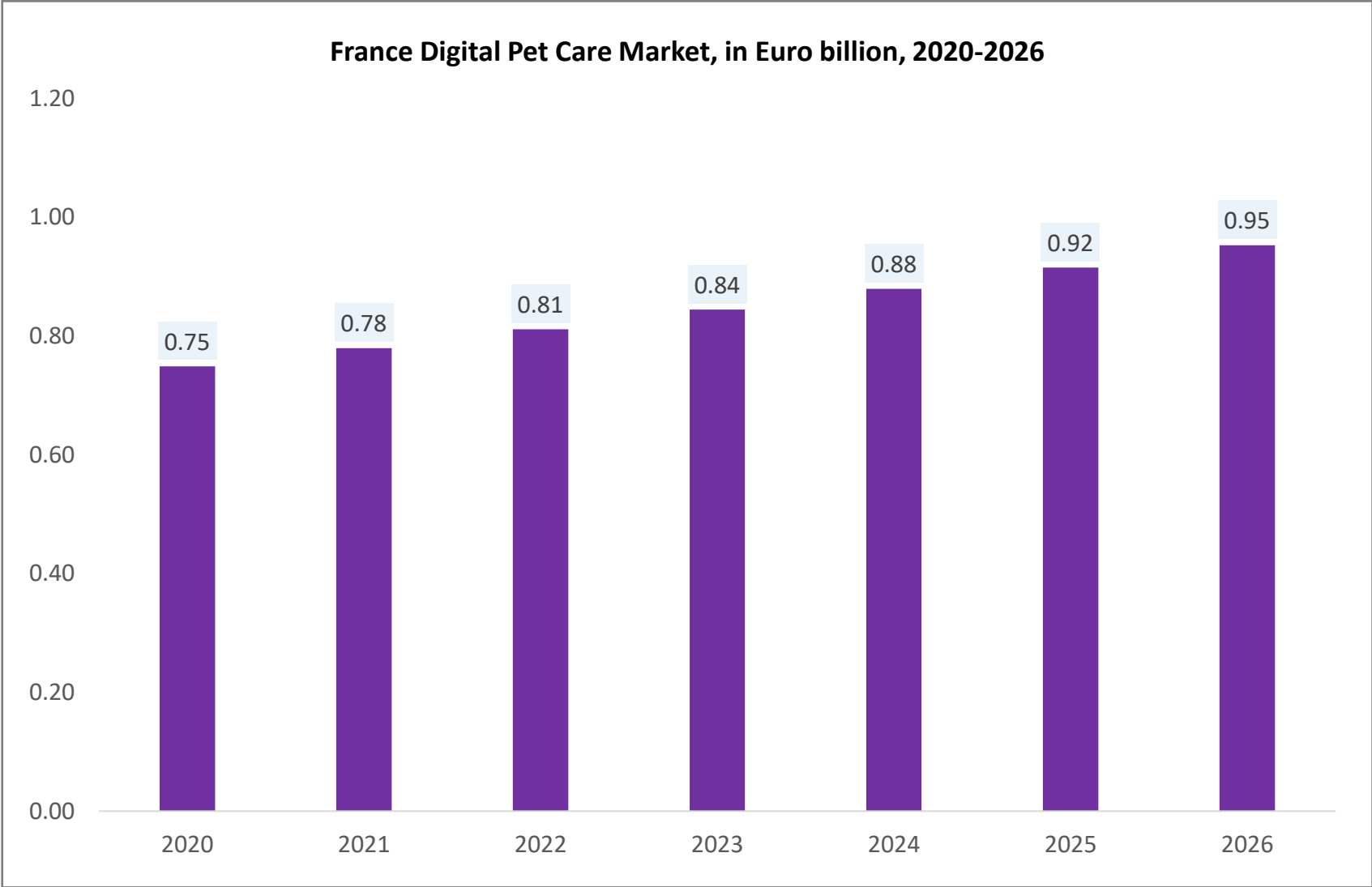
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*Sources: Calculations and estimations, FEDIAF total pet data*

- The above graph given has data that has been calculated to depict the total addressable market by pet category in digital space.
- Cats held the largest share at Euro 0.35 billion in 2021.
- Dogs held the second place at Euro 0.24 billion worth of digital pet care spending in the year 2021.

# Total Addressable Market



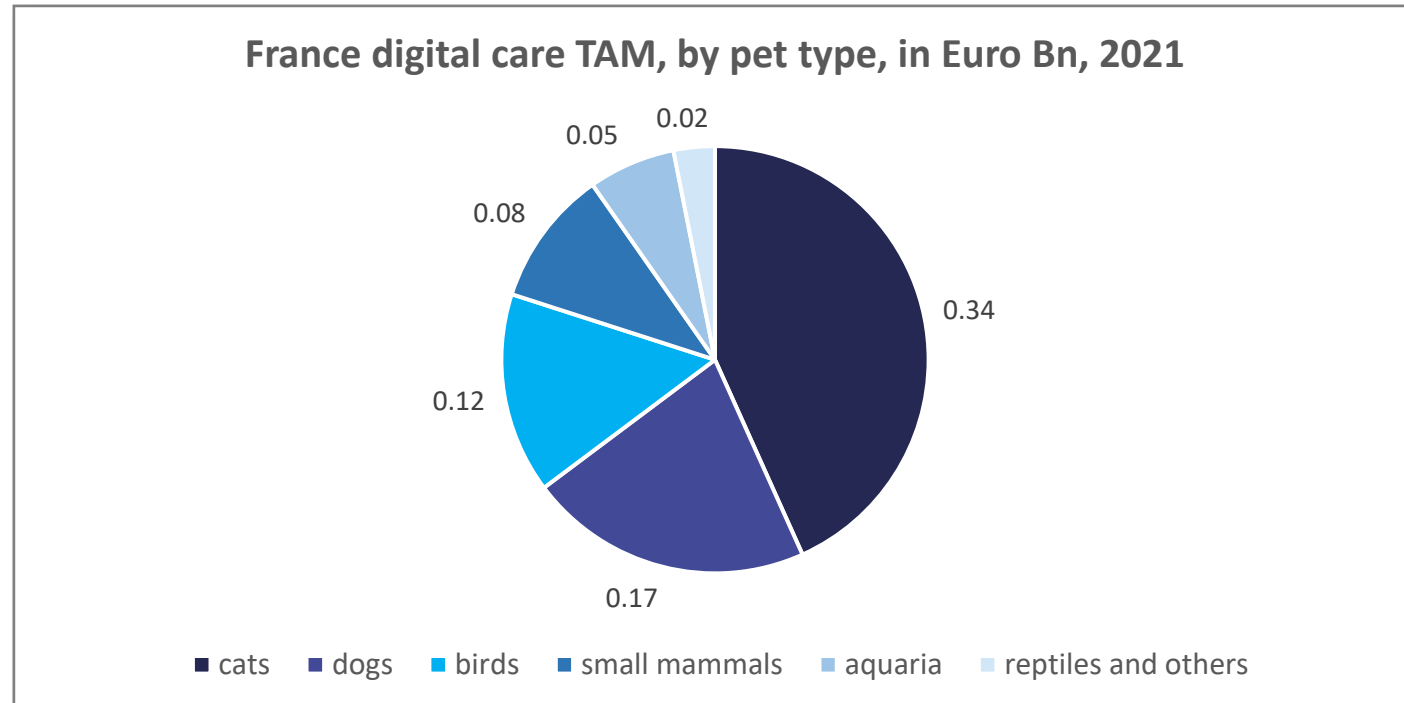
Market Value & Forecast	
Year	Value (Bn)
2022	0.81
2023	0.84
2024	0.88
2025	0.92
2026	0.95

- The French Digital Pet Care Market was valued at € 0.78 Billion in 2021.
- The market is anticipated to experience a compound annual growth rate of 4.1% during 2021 to 2026.
- The market is expected to reach a market value of € 0.95 Billion by the year 2026.
- French people prefer aquaria pets the most.

Sources: Graphicalresearch.com, Grandviewresearch.com, Prnewswire, , FEDIAF total pet data, calculations and estimations

# France TAM by Pet Type

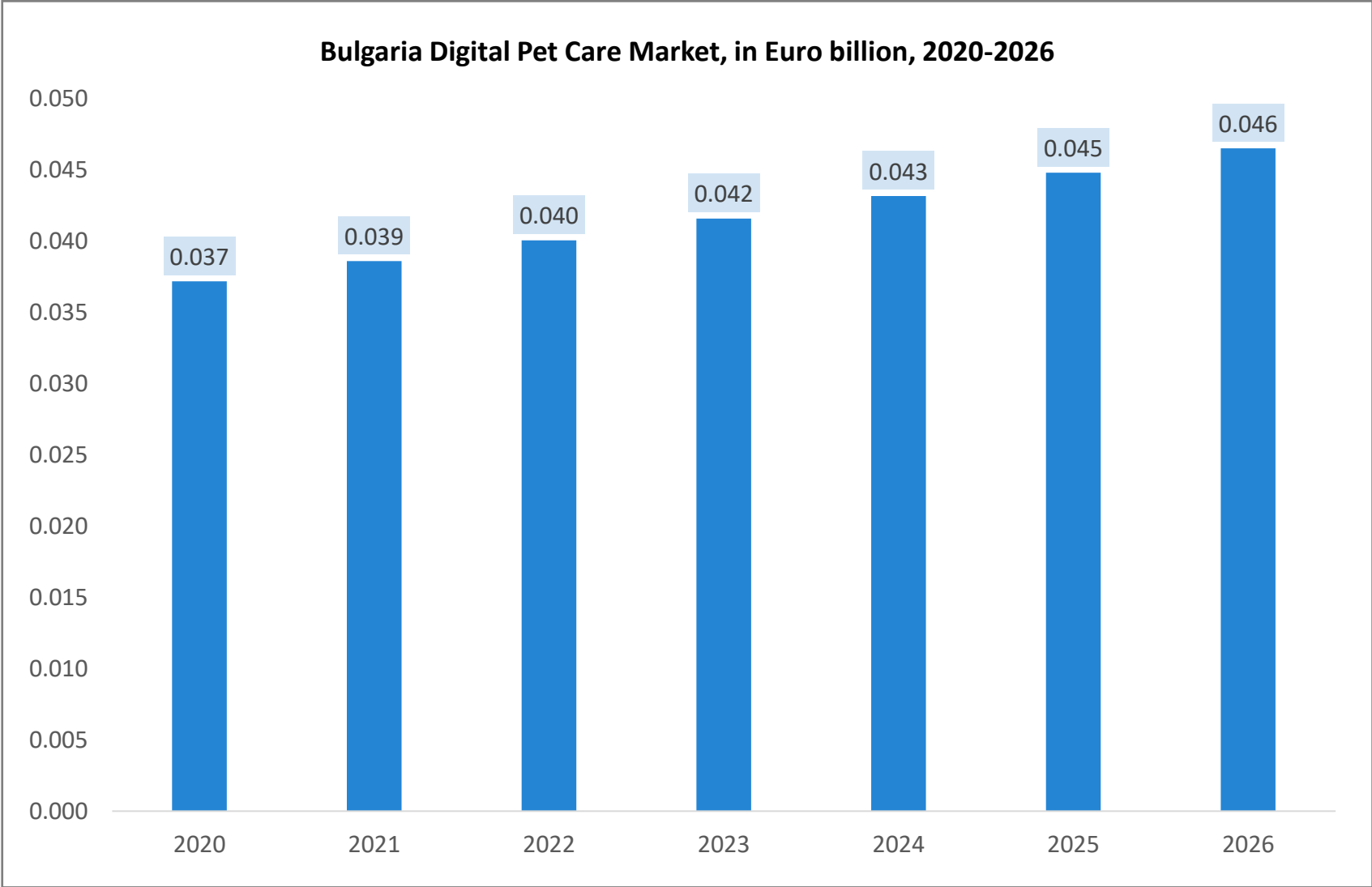
15



*Sources: Calculations and estimations, FEDIAF total pet data*

- The above graph given has data that has been calculated to depict the total addressable market by pet category in digital space.
- Cats segment held the largest share at Euro 0.34 billion in 2021.
- Dogs held the second place at Euro 0.17 billion worth of digital pet care spending in the year 2021, while birds stood third at Euro 0.12 billion.

# Total Addressable Market



Market Value & Forecast	
Year	Value (Bn)
2022	0.040
2023	0.042
2024	0.043
2025	0.045
2026	0.046

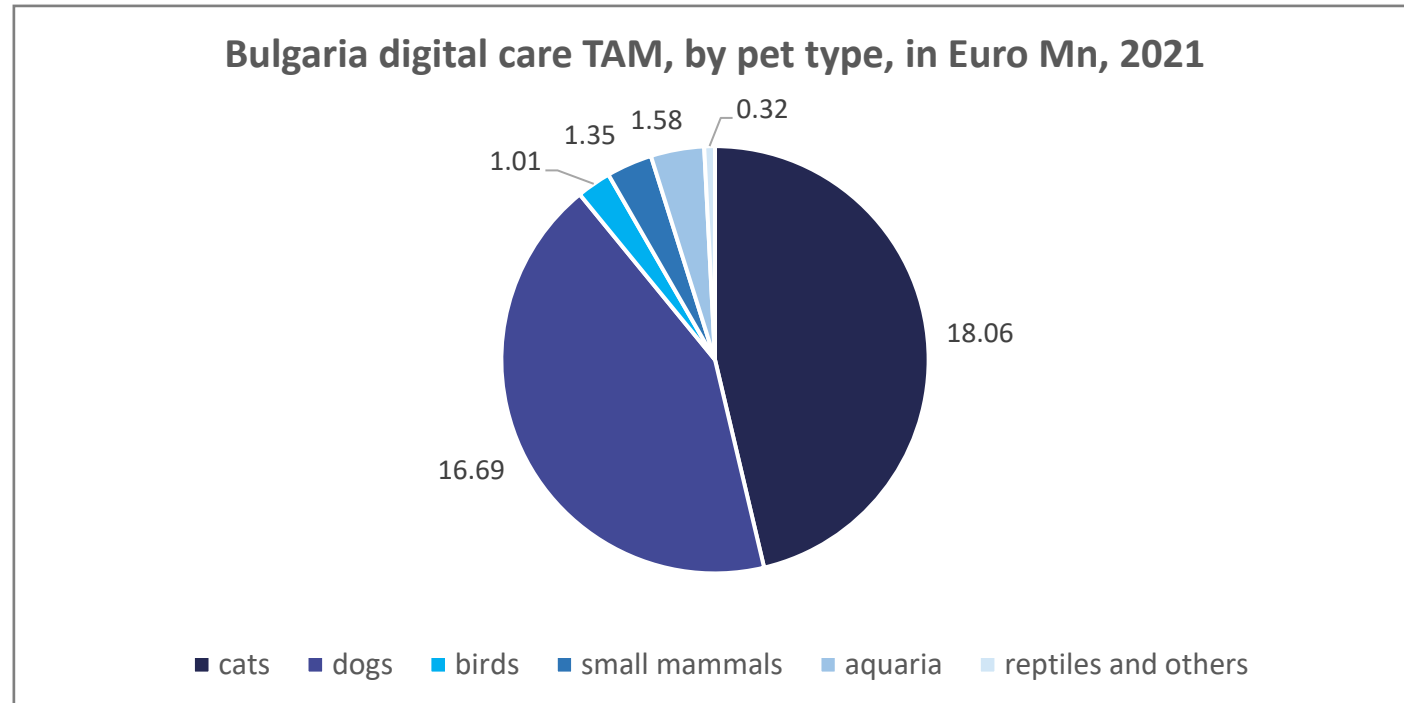
- *Bulgarian Digital Pet Care Market was valued at € 39 Million in 2021.*
- *The market is anticipated to experience a compound annual growth rate of 3.98% during 2021 to 2026.*
- *The market is expected to reach a market value of € 46 Million by the year 2026.*
- *Cats are the most preferred pet of choice in this country.*

Sources: Graphicalresearch.com, Grandviewresearch.com, Prnewswire, , FEDIAF total pet data, calculations and estimations



# Bulgaria TAM by Pet Type

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*Sources: Calculations and estimations, FEDIAF total pet data*

- The above graph given has data that has been calculated to depict the total addressable market by pet category in digital space.
- Cats held the largest share at Euro 18.06 million in 2021.
- Dogs held the second place at Euro 16.69 billion worth of digital pet care spending in the year 2021.

# Company Overview

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## Quick Facts

Name	11pets
Industry	IT Services and IT Consulting
Founded	2015
Headquarters	Nicosia, Cyprus
Employees	2-10
Contact	+34 676 398 548
Website	<a href="https://www.11pets.com/en">https://www.11pets.com/en</a>


## Summary

- 11pets is an app-based platform for pet services. It enables users to manage pet care services by setting reminders for food, medication, grooming, cleaning and more.
- Users can backup and store medical records including pet height, weight, temperature, allergies, tests, injections, medical incidents and more.
- With 11pets, professionals, shelters and families can share care records.


## Business Segment



11pets: Pet Care



11pets: Adopt



11pets: Groomer

## Competitors





## Products

11pets is the pet-care platform with different products for families with pets, shelters and pet professionals:

**11pets: Pet Care** for families with pets

**11pets: Groomer** for professional groomers

**11pets: Adopt** for shelters and animal welfare organizations

In addition, the company is currently working on products for professional breeders, professional trainers, veterinarians and pet shops.

### 1. 11pets: Pet Care

It is the complete digital pet-care platform. It offers everything pet owners might need to better care for their pets including reminders for all care tasks, medical history and data sharing. The platform has more than 50 features that cover all pet-care needs. The features include vaccination and deworming reminders, complete medical history of pets, sharing pet data with veterinarian or pet-sitter, reminders for medications and food, food tracking, hygiene care, behavior monitoring, appointment with a professional etc.

The app has a dedicated section to help pet owners manage the deworming of their pets. They can track every deworming, define the product used, the price and keep relevant notes or photos. The app also enable pet owners to track everything related to pet hygiene and will automatically remind when pet needs a bath, hair cut, nails clipping etc. Furthermore, with 11pets pet care app pet owners can manage their pet's vaccination and the schedule in a simple and intuitive way. They can keep a detailed record of all the vaccinations and get reminded when it is time for the next one. The system includes many different vaccines used in various countries.

## Products

The users can also add their own, personalized, tasks and get reminded when the event time approaches. 11pets pet care apps allow users to apply the same action to various pets at once. With the Batch Actions functionality (available with the Productivity Plan of the 11pets: Pet Care app) users can record all this information at once and save time.

11pets provide two plans - basic (free) and productivity plan at [€3/month](#). The productivity plan offers 10 new features such as synchronization with device calendar, expenses tracking, animal states, enhanced pets list with searching and filtering, automatic data synchronization on multiple devices, Batch pet-care actions and more.

### 2. 11pets: Groomer

11pets: Groomer is advanced groomer software for managing salon. It has been designed by groomers for [groomers](#) and will help to improve customer service. It is the complete grooming application with more than 40 features including Automatic reminders and pickup notifications, electronic appointments, customer communication, pet and customer records, detailed grooming records, management of invoicing and electronic receipts, etc.

The 11pets groomer app allows users to keep all relevant information about a pet. In addition to the typical data (name, breed, age, etc.) the app allows users to track grooming-specific characteristics. These include the behavior of the pet while at the grooming salon, the history of the grooming techniques, warning about its health or behavior, general notes and a photo gallery. Moreover, booking an appointment with the 11pets groomer app is simple, intuitive and fast. The groomer can also share it with their client who will automatically receive reminders on his/her smartphone. When a customer books an appointment through the 11pets Pet Care app, the platform will remind them automatically and groomer will be able to know their response at any time (if they saw the reminder, if they ignored it, if they confirmed the attendance etc.).

## Products

The app has also a special feature that enables groomers to send appointment reminders to their customers through SMS, WhatsApp or email. With the grooming software of 11pets, groomers can offer electronic appointments for their salon. Through the 11pets Pet Care app, the customers can request an appointment with groomers. In addition to the scheduling, groomers can keep information about how the pet came, a detailed description of the service offered, notify the owner to pick up their pet and note of the payment and any additional purchases and also issue a ticket for the purchase.

11pets provide two plans - basic plan at €10/month and Groomer Plus at €13/month. The Groomer Plus included everything in the basic plan plus electronic receipts and invoicing feature.

### 3. 11pets: Adopt

11pets Adopt is the complete platform for managing shelter. The platform covers all the needs of a modern shelter with management of animal, volunteers, medical data, web presence, adoptions and legal documents. The app allow organizations to keep detailed information about the animals, volunteers and adopters, maintain complete medical and veterinary records, keep the whereabouts and legal situation of the animals, automatically handled web presence, detailed statistics, automatically generated adoption contracts and reminder for every task.

The platform generates a highly optimized adoption catalog for the animals in shelters and animal welfare organizations that increases user engagement and ranking on the search engines and social media. 11pets Adopt is free for non-profit organizations. In case organization falls in a different category the monthly price starts from €20 and depends on the size and features.

# Company Overview

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## Quick Facts

Name	Vetevo
Industry	Wellness and Fitness Services
Founded	2018
Headquarters	Berlin, Germany
Employees	28
Contact	03012083319
Website	<a href="https://vetevo.de/">https://vetevo.de/</a>

## Summary

- Vetevo is leading provider of personalized pet care, supporting pet owners help their pets lead happier, healthier lives.
- Vetevo's selling point is its holistic approach to pet health, combining pet care with intuitive products, education, mindfulness, exercise and nutrition.
- The company's platform offers a range of modern and extensive veterinary medicines for tick, fleas, DNA testing, and worms, thereby enabling customers to stay informed and take care of their pet's health.

## MSP



### Prevention

Innovative and useful products that sustainably improve life and everyday life with our four-legged friends



### Fun

Personalized support through our vetevo app - your diary for life with your four-legged friend



### knowledge

Knowledge that keeps you healthy: Expert knowledge in your personal academy in the app & in our guide blog

## Competitors



## Services

Vetevo helps dog, cat and horse owners to improve health and quality of life with exceptional services and competent all-round service. Vetevo offers a modern, comprehensive range of laboratory diagnostics, digital health records and services for personalized animal health. The company offers an app for dogs, cats & horses health. The application is available in the App Store and Google Play store. The app can be downloaded free of charge for iPhone and Android. The pet owner can monitor pet's weight history, manage vet appointments and track pets symptoms when he's sick. The app offers the following features:

- Digital vaccination card
- The individual diary with integrated reminders tells about important to-dos
- Track mood and activity of pets
- Weight graph to keep an eye on the weight of pet
- Track the nutrition of dog, cat or horse
- Reminders to administer medication
- Manage appointments at the vet and create reminders
- Receive lab results directly via the app
- Create individual notes

In addition, Vetevo's app reminds pet owners daily of upcoming tasks. The users can save their vet's contact details directly in the app for emergencies. Vetevo offer care points to the pet owners for every entry. The pet owners can use this as rewards in Vetevo's shop. This acts as a customer loyalty strategy, giving perks to users to retain them and develop their trust on the brand for long term relationship.

## Products

Vetevo shop includes helpful products for dogs, cats and horses including worm tests, DNA test, allergy test, urine test, flea & tick protection, and dietary supplements. The vetevo test concept is uncomplicated, fast and precise. As soon as the test kit arrives at home, it can be activated in the free vetevo app. The analysis or result will be receive directly on users smartphone. In addition, you will receive individual expert recommendations for prevention.

The pricing of every test is different according to type of symptoms and diseases. The company have provided all the pricing information in their website. The worm testing price ranges form €29.00 - €199.00, allergy testing cost €143 - €279, urine testing cost €19.90, flea & tick protection kit price is €17- €54 for dogs and for cats it is €19- €76.

All samples are analyzed in the in-house vetevo laboratory in Potsdam. Vetevo's laboratory carries out all analyzes using the modern, scientific methods & thus guarantees high diagnostic reliability. In order to ensure the consistently accurate results of laboratory analyses, vetevo work in accordance with the DIN EN ISO/IEC 17025 standard. The company use the Biosepar test kit to prepare the sample for the next analysis steps. For faster results the company have state-of-the-art microscope that supports artificial intelligence.

### Vetevo' health ranges



Worm test



DNA testing



Allergy testing



Urine test



Fleas & Ticks



Dietary Supplements



# SWOT Analysis

## Digital Pet Care Industry



### Strengths

- *New market with steady growth rate and increasing acceptance rate by users*
- *Increasing spending of consumers on the pet and its services*
- *Manages the medical record of a pet in real-time, grooming services, and other related services*



### Opportunities

- *Increasing number of pet-owning households in the region*
- *Millennials are leaning towards technology to give care to their pets*
- *E-Commerce and Social Media Oriented Business Models*



### Weaknesses

- *Lack of awareness about the new digital technology*
- *Platform compatibility Side effects*



### Threats

- *Burgeoning number of start-ups in similar space*
- *Since this is discretionary spending, when consumers cut back on spending due to bad economic conditions, sales will get hurt.*
- *Technical challenges*

## What features do consumers look for in digital pet care?

Consumers now focus on different aspect of services while caring for their pets digitally. Many platforms and apps have entered the market with standard features that have been quite common in every competitive offering. Some of the main sought after services/features by consumers along with new promising features are given below. These features were analysed by observing various industry trends, reviews and successful offerings.

**Pet's digital profile** - This is a core feature since it contains basic information about the pet like age, address, breed, and name.

**Multiple pets** - If you know that a large share of your target audience has several pets, it makes sense to provide the opportunity to create separate profiles for each of them.

**Activity tracking** - This feature may be a core one if you want to develop a cat or dog activity tracker, or it may be one of the functions of a broader solution to keep track of pet health. This feature needs to be integrated with a wearable device like a smart dog collar.

**Monitoring pet's weight** - Keeping track of a pet's weight is important for its overall health. That's why your platform needs a feature to record it.

**Track pet's vaccine schedule** - Vaccinating pets on time is essential for their health protection. This feature of a pet health tracker helps users follow a vaccination schedule and plan ahead.

**Full medical records** - A cat or dog health tracker should also have a feature for keeping all medical records in one place so that the users can easily update them and share them with a vet.

## What features do consumers look for in digital pet care?

**Health tracking** – Set reminders on everything a pet needs. Most pet health trackers allow you to set customized reminders on the specific needs of your pets, upcoming events, medicine, and other caretaking items.

**Nearby service providers** - There should be a search feature that will help customers get in touch with people who are available to spend time with their dogs. Or, you may come up with a vet clinic database so pet owners can find the nearest clinic or hospital to book an appointment or in case of an emergency.

**Access to online veterinarians** Telemedicine opportunities should be available to pets and their owners. Your platform may have a feature for getting in touch with vets online for checkups and to get emergency consultations via video calls.

**Pet wellness score** - If you want to utilize artificial intelligence for your platform, you can empower it with data analyzing capabilities. For example, after analyzing the available information about the pet, the algorithm may come up with a pet wellness score and suggestions on how to improve it.

**Pet tag connection** - Integration with a pet tag is essential for a lost pet finder feature since the platform will allow a person to find out where the pet is with the help of tag-embedded GPS.

**Pet-friendly places** - This is a must-have feature since it helps pet owners find pet-friendly cafes, restaurants, hotels, and other venues and adventures, as well as meet other dog or cat owners.

**Track pet spending** - Pet care isn't cheap. A spend tracking feature allows owners to stay within budget when planning pet-related expenses.

**Pet training programs** - This is an essential feature, but it may also be a part of a pet fitness tracker or health monitoring solution.

## Mintel research - European Pet Industry



### Germany

75%

pet owners say they treat their pet with as much care as they would a child

Pets are increasingly considered members of the family across Europe, but pet love seems to be particularly strong in Germany. New research from Mintel reveals that three-quarters (75%) of German pet owners say they treat their pet with as much care as they would a child. In other European countries this number is considerably lower, with only 64% of Spanish, 63% of Polish, 61% of French and 58% of Italian pet owners saying the same.

What's more, it seems that the phrase 'the dogs dinner' has recently been redefined with seven out of ten (69%) German consumers who own pets agreeing they expect the same quality standards from the food they choose for their pet as their own food. And this attitude is seen throughout Europe: 67% of Italian, 65% of Spanish, 63% of French and 52% of Polish pet owners say they expect the same quality standards from the food they choose for their pet as their own food.

Declining birth-rates, the rise of one-person households and growing rates of divorce all contribute to the rise in the status of pets in Germany and other European markets. Pets have become a substitute for human companionship, with pet owners treating their pets like a family member or even like children.

With pet humanisation on the rise, more consumers are demanding pet food that goes beyond providing adequate nutrition. As Mintel research shows, almost three-quarters (73%) of German pet owners say it is important to offer variety in their pets' diet, while more than three in five (64%) say they would like to see more all natural pet foods.

*Source: [www.mintel.com](http://www.mintel.com) – Social and lifestyle Pet love research*

## Mintel research - European Pet Industry

Additionally, two out of five (38%) Germans who own pets would welcome more allergen-free pet food varieties, such as dairy-free or gluten-free options, while the same percentage (38%) would like to see more low-fat or low-sugar pet treats. This information can be useful when designing a platform directed towards giving dietary tracking services.

Manufacturers of cat and dog food operating in Germany are offering more tailored and specialised pet nutrition. Accounting for 14% of all dog and cat food launches in Europe in the last 12 months ending October 2015, Germany ranks second after the UK (17%) with regards to dog and cat food innovation in Europe, well ahead of Spain (11%) and Poland (8%).

Among all the dog and cat food innovation in recent years, “natural” positioned pet foods have seen the strongest uplift, with 62% of all dog and cat food products launched in Germany in 2015 featuring a “no additives/preservatives” claim. This is almost double the number in 2013, when 33% of launches held the same claim.

The trend towards healthy eating and a holistic lifestyle not only influences consumers’ diets, but also their choice of food for their pets. Pet food increasingly develops beyond nutrition and flavour innovation, as consumers demand health benefits, ingredient quality and manufacturing standards at the same level as for human food.

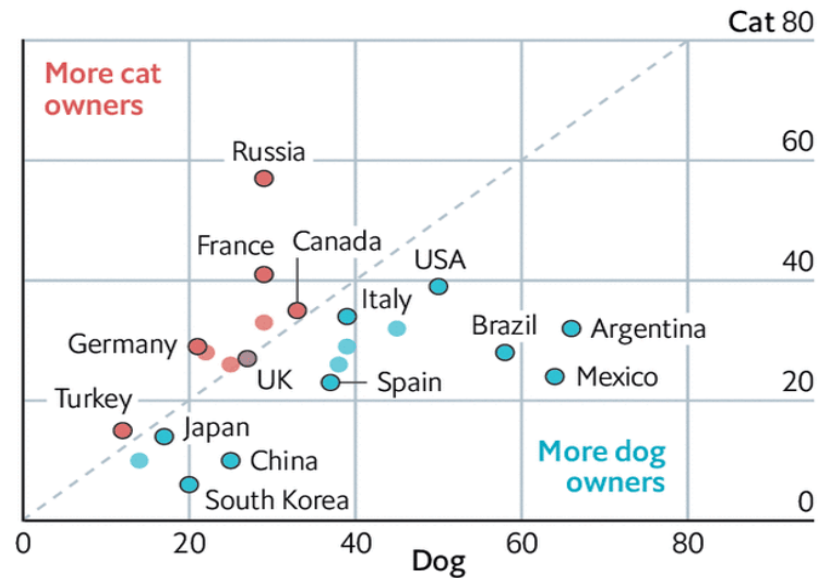
With German pet owners becoming increasingly concerned about the health and wellbeing of their furry companions, there are opportunities arising for pet nutrition service providers to further innovate and specialise. Tailoring products to address pets’ lifestyles, health issues, stages of life and levels of activity could open up potential avenues for further premiumisation.

*Source: [www.mintel.com](http://www.mintel.com) – Social and lifestyle Pet love research*

# Pet Care Spending

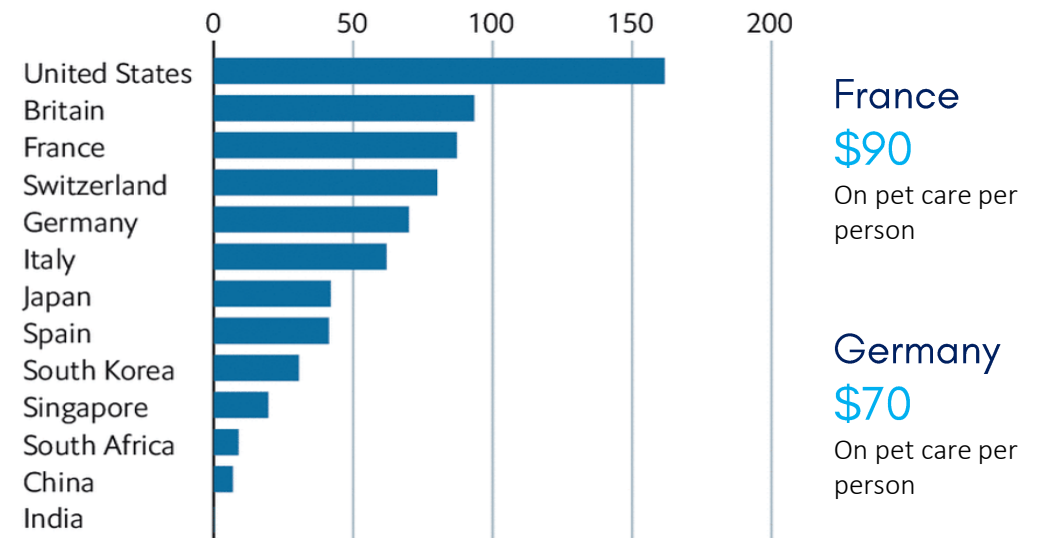
30

Figure 1: Pet ownership by country, % of households



Source: GfK

Figure 2: Pet care per person/month, in \$



Source: Euromonitor

Figure 1 depicts the pet preferences of the targeted demographic in France and Germany, it also shows the pet preferences of other countries in Europe.

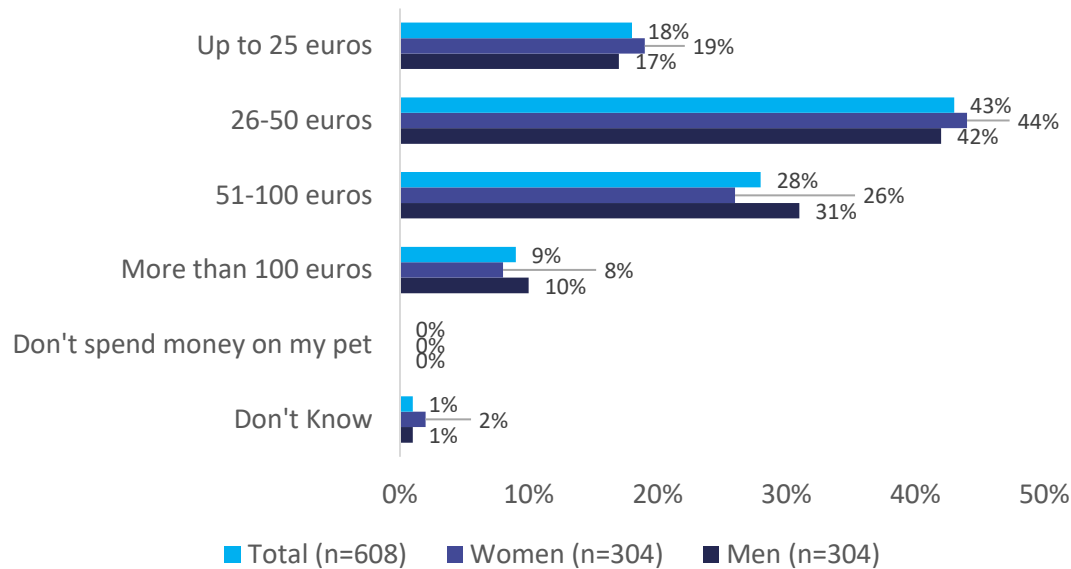
As can be seen in Figure 1, France and Germany pet owners lean towards cats rather than dogs.

Figure 2 shows the amount an average pet owner is willing to spend for their pets care. Pet owners from France are willing to spend a larger amount as compared to their German counterparts.

# Pet Care Spending

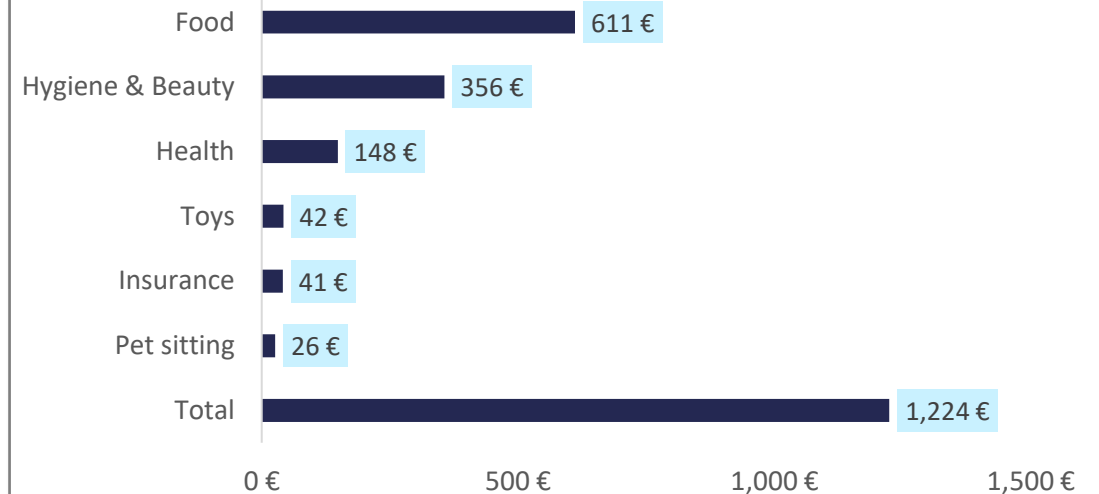
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**Figure 1: How much do you spend monthly on your pets (approx.)?**



Source: Statista

**Figure 2: Average annual expenses estimated for a selection of goods & services in France in 2021 (in Euros)**



Source: Statista

Figure 1: This statistic shows the results of a Statista survey conducted in 2017 in regards to approximate monthly spending on pets in German households. 18 percent of all respondents spend up to 25 euros a month on their pets.

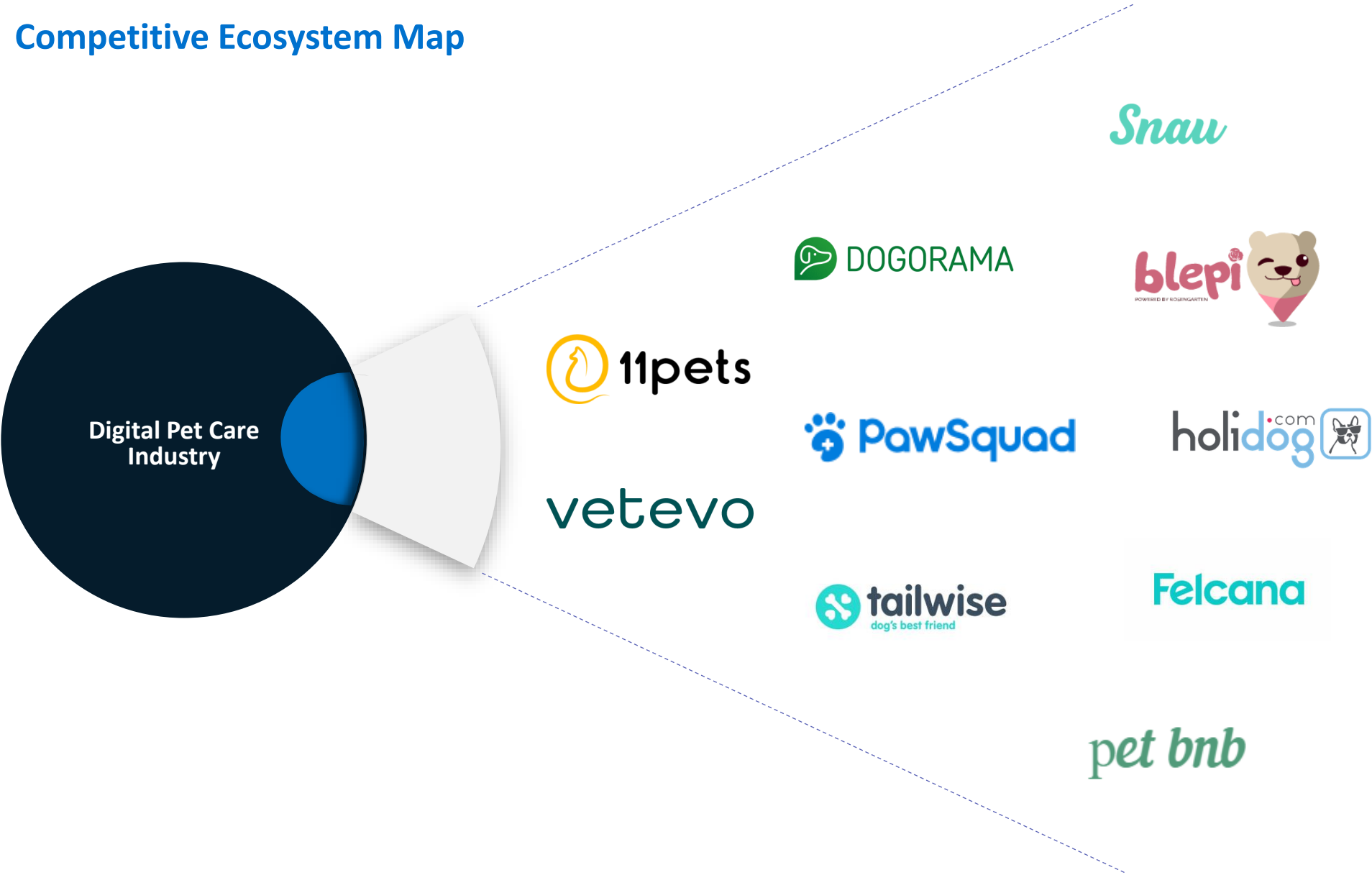
Figure 2: On average, French pet owners estimate that they spend 1,224 euros each year on their animal. The highest share of this budget is attributed to food (611 euros), followed by hygiene and care (356 euros). It seems that pet sitting services hold the smallest share of pet owners' budgets at 26 euros

## Quick Facts

- The new age pet parent wants engagement. They are interested in online chat or text services, monthly payment plans, loyalty programs, online purchasing, home delivery, and online resources with reliable pet care information.
- In 2021, more than 65 percent of French households had a pet. About one-third (31 percent) reported owning a cat within their household. A quarter of the people were dog-owning households, while 12 percent of respondents had a pet that was neither a dog nor a cat. The presence of larger number of pets among the households result in higher demand for pet care services.<sup>4</sup>
- Pet parents frequently faces an issue when they go to three different vets, they get three different answers for the same issue. Thus, to build an ecosystem for pet owners where vets could give standardized solutions to pet parents for any health-related problems with their pets would be an advantage.
- Dogs buying process is outdated and fraught with risks. Going directly to a breeder takes months and there is no guarantee that breeder is safe, genuine or responsible. Also 20% of puppies bought on the internet die within six months. Not every breed matches the lifestyle of owners and buyers often choose a wrong breed and have to sell it again or bring it to a shelter. Breeders need to find buyers and have to deal with disinformed or unsatisfied customers. A platform matching dog buyers with safe and fully verified breeders would be perfect solution.<sup>5</sup>
- When it comes to the health aspects of their pets, millennials have pet healthcare apps that help track vaccinations, vet visits, routine check-ups and suggest vets that are near them to help schedule appointments and have a hassle-free experience.
- According to a survey by Statista, the main criteria regarding pet care services and products in France is quality of service. Nearly **60** percent of French respondents chose the best quality when it came to pet care services and products for their pets. **33%** chose good value for money and **8%** chose the best price.<sup>6</sup>



# Competitive Ecosystem Map



# Sources

34

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Thank You