



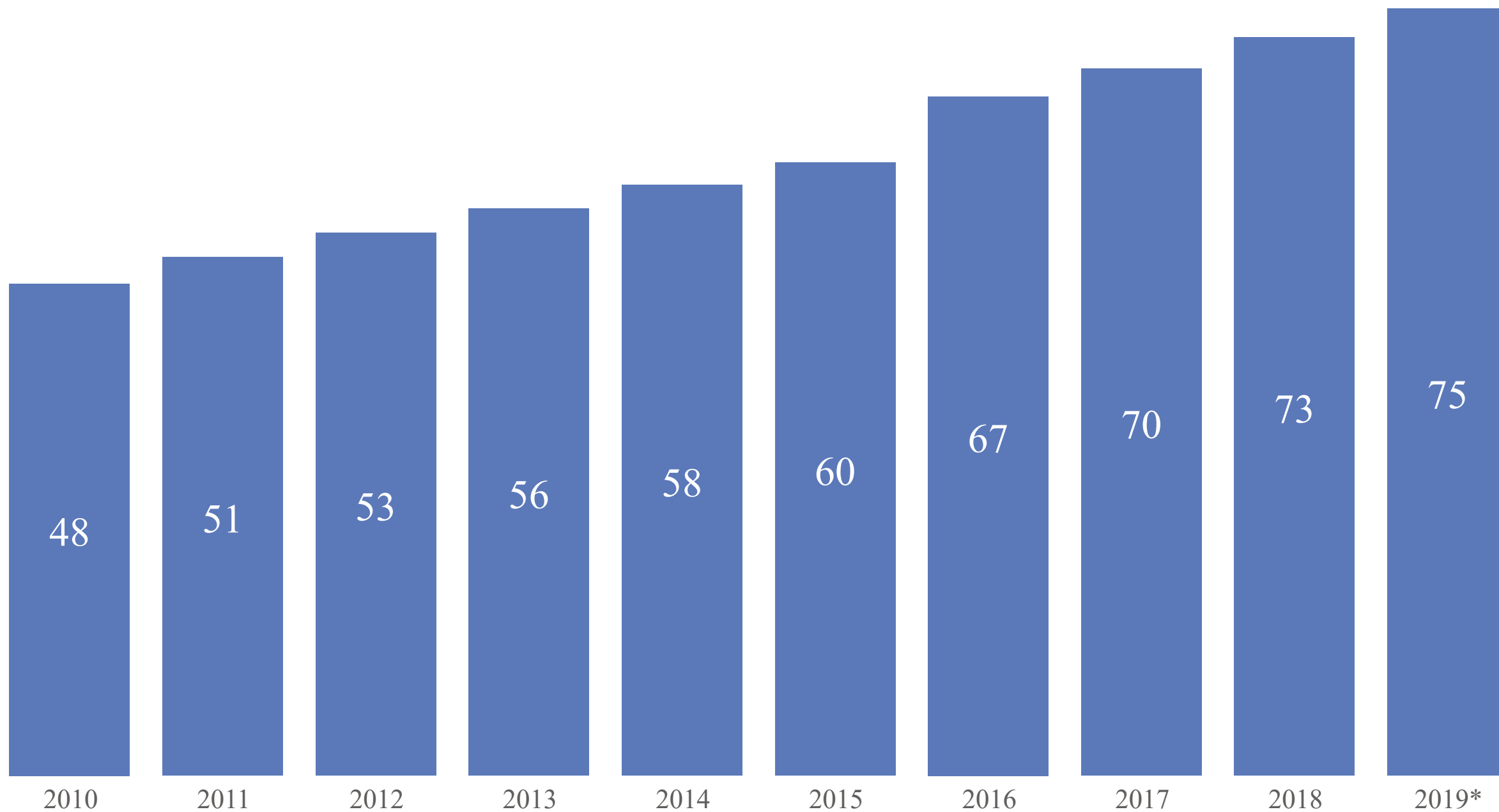
Pet Supply Industry Insight

By Yan Wang

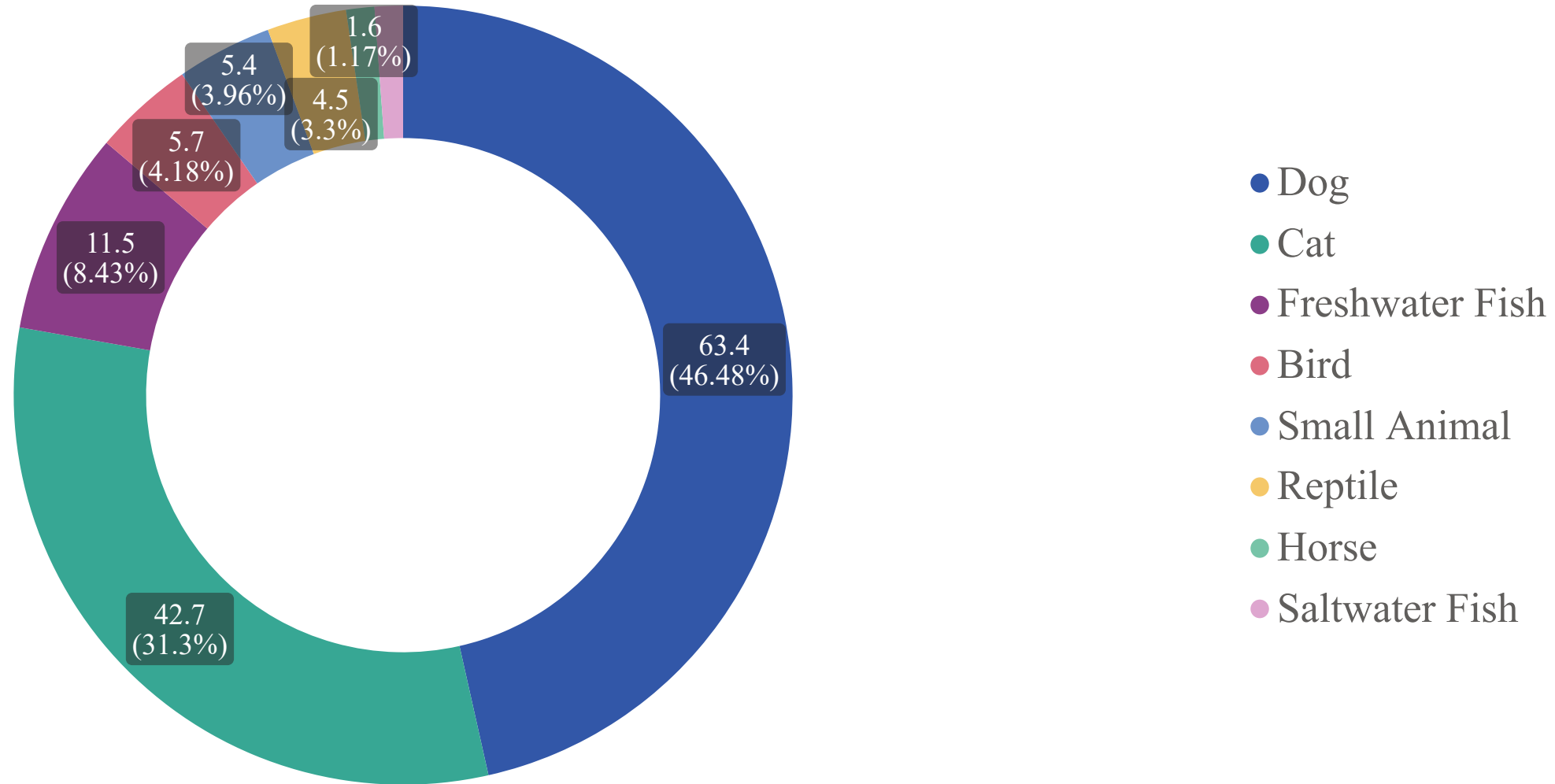
Questions to answer:

1. what do pet owners buy most often
2. The demographics of pet owners (target my market)
3. How do I connect to that desired market? (Are we wholesaling to distribute stores or direct retail(e-commerce, amazon) to end users?)

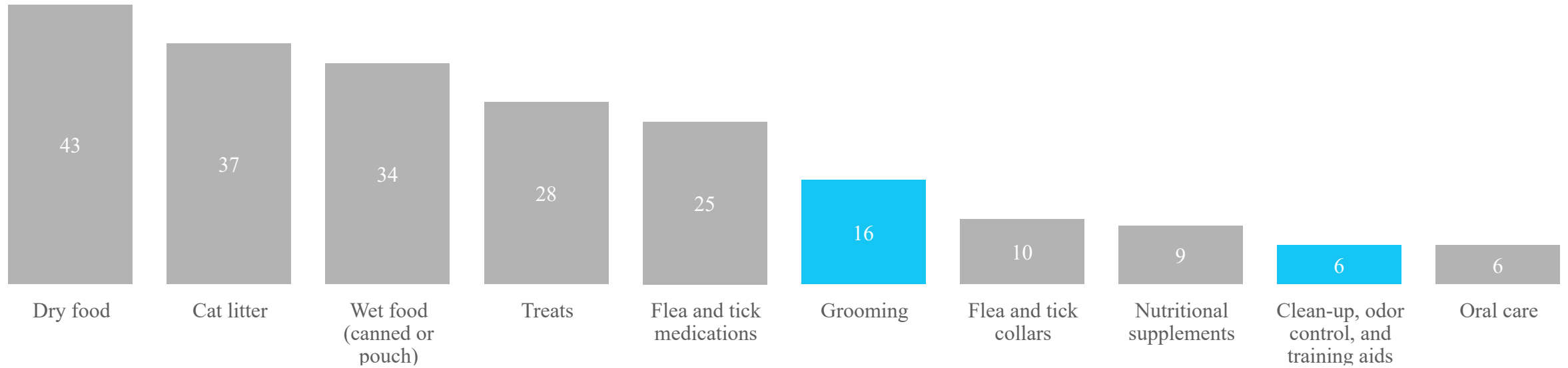
Average of Pet industry expenditure from 2010 to 2019 (billion, \$)



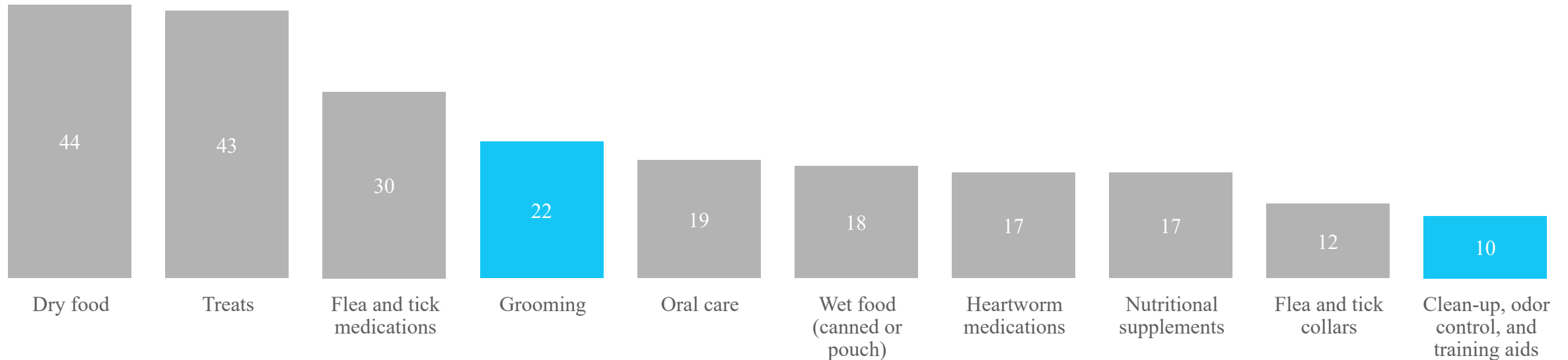
Number of US Households Owns a Pet 2019 (millions)



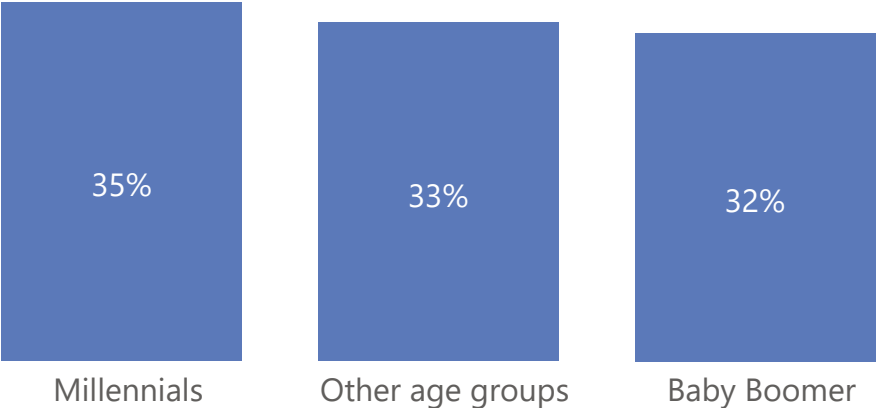
Cat Product bought online 2018



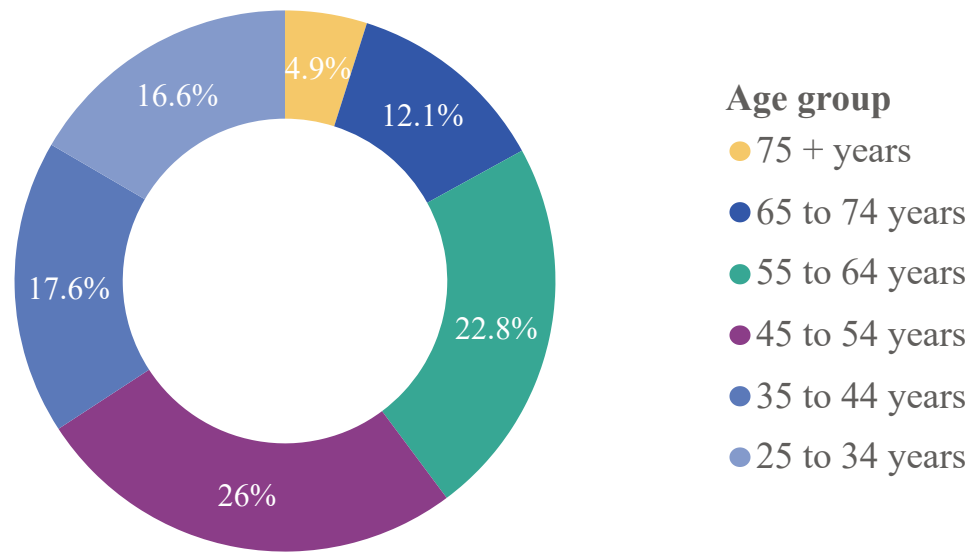
Dog Product bought online 2018



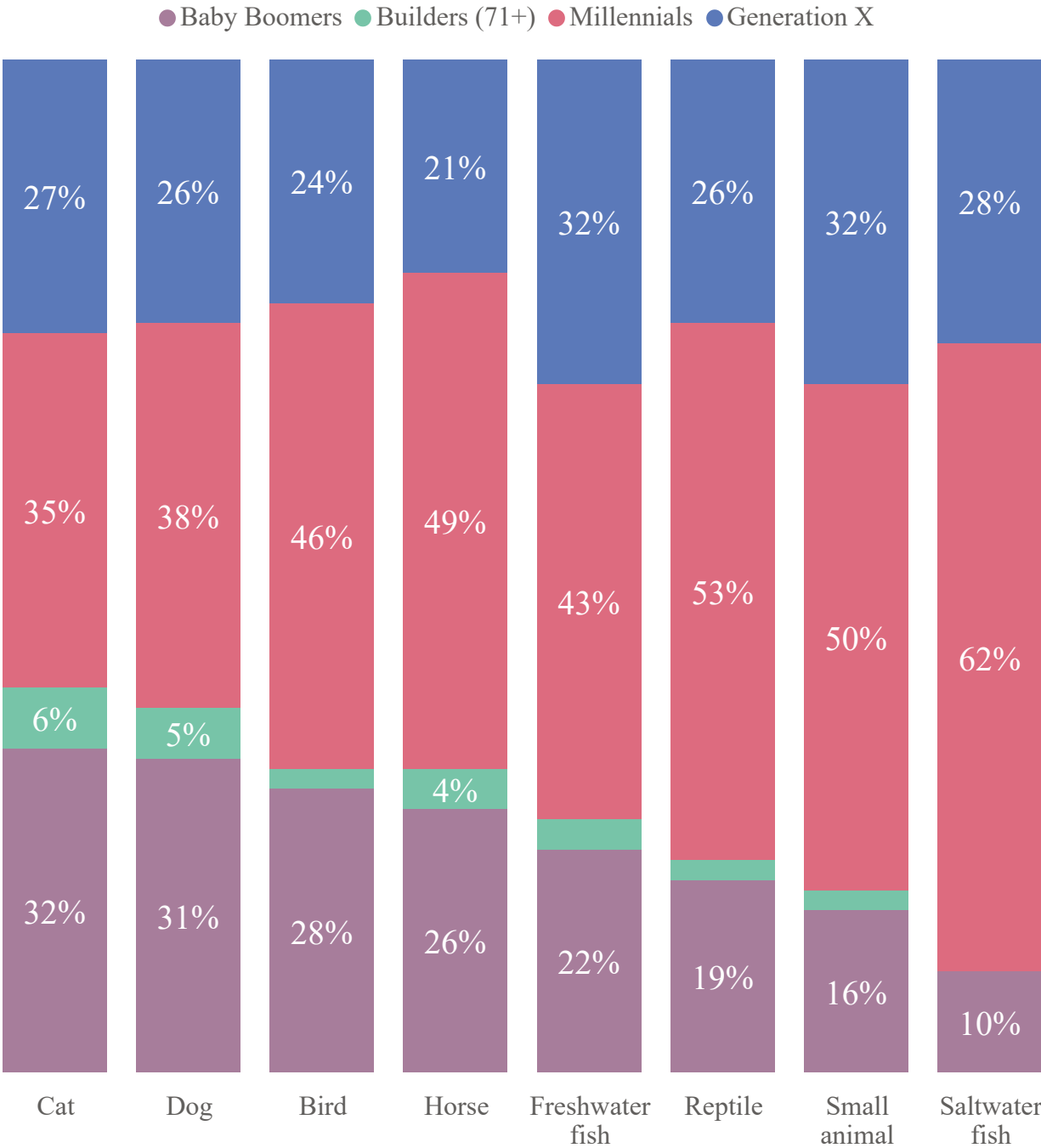
Average of Share of pet owners 2017, by generation



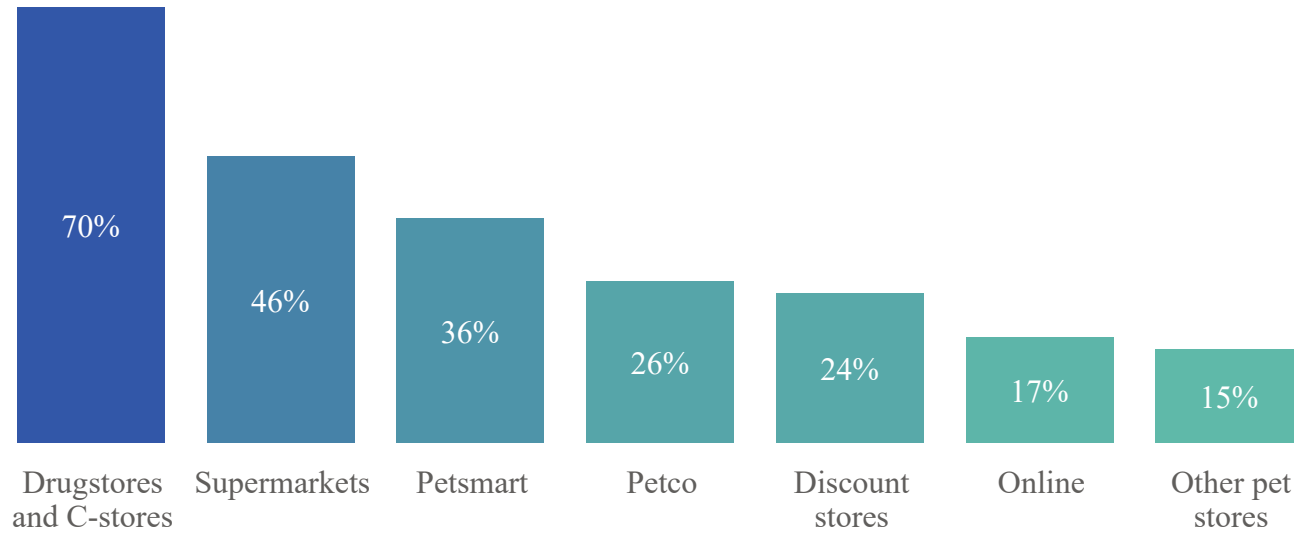
Average of Pet store revenue share by age group



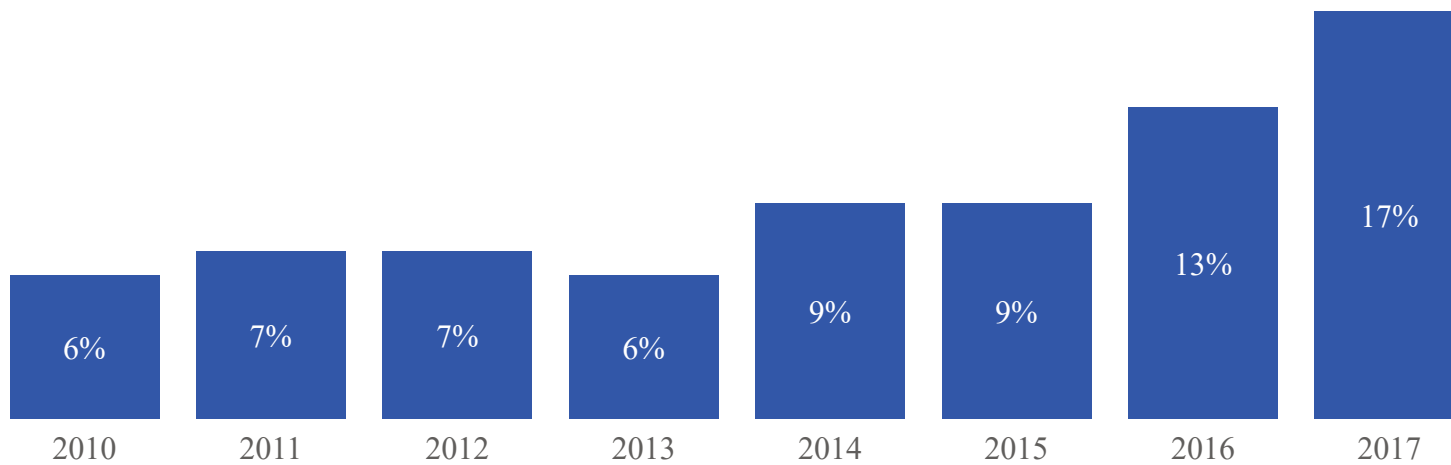
Demographics in different Pet Categories (2016)



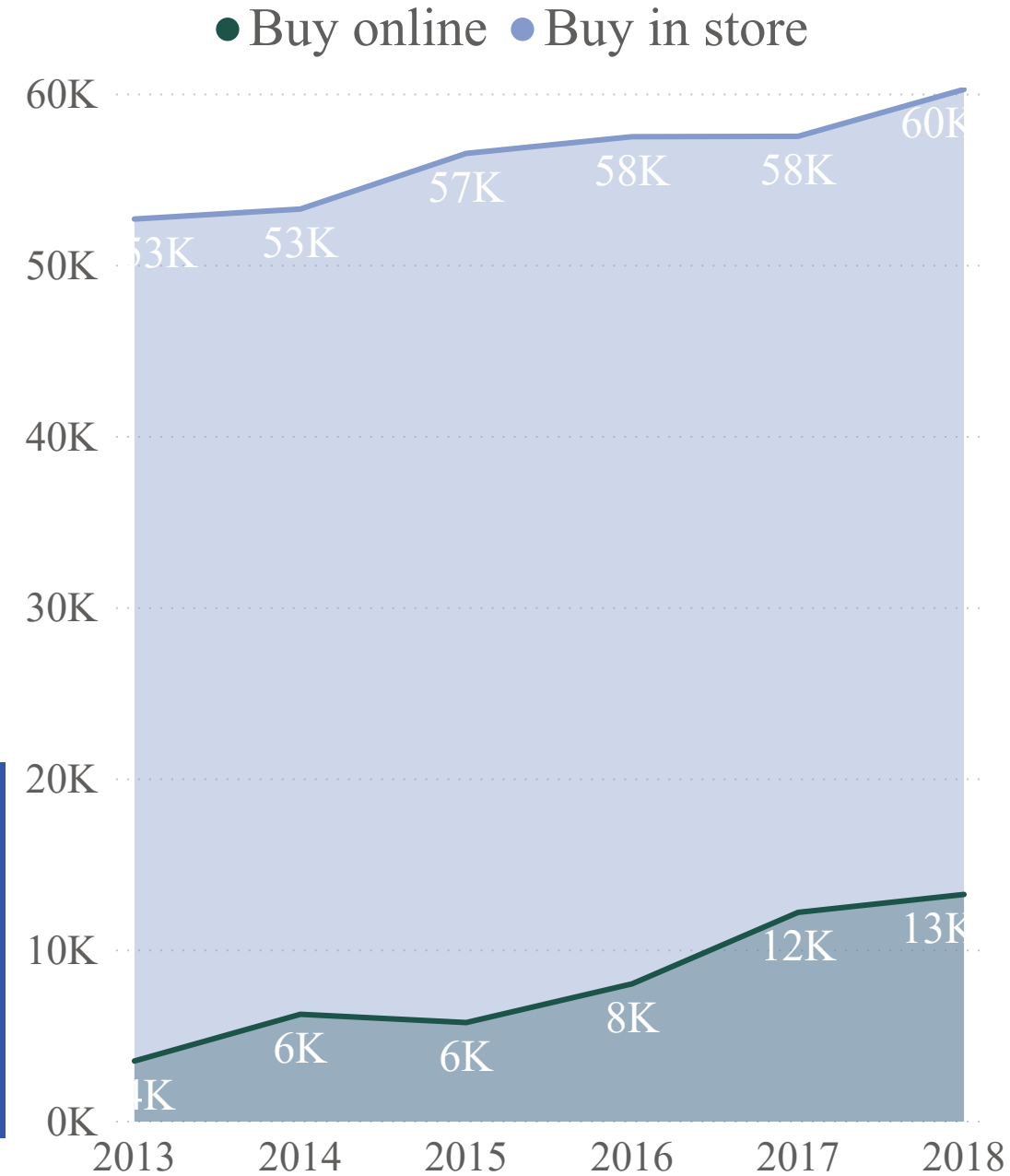
Share of consumers using selected distribution channels for purchases 2017



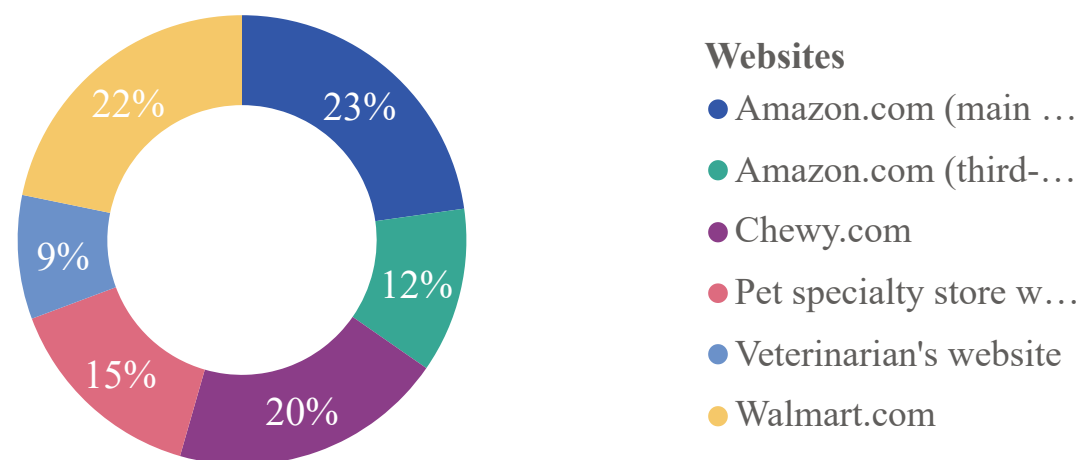
Consumers using online channels to purchase pet products in the U.S. 2010-2017 by Year



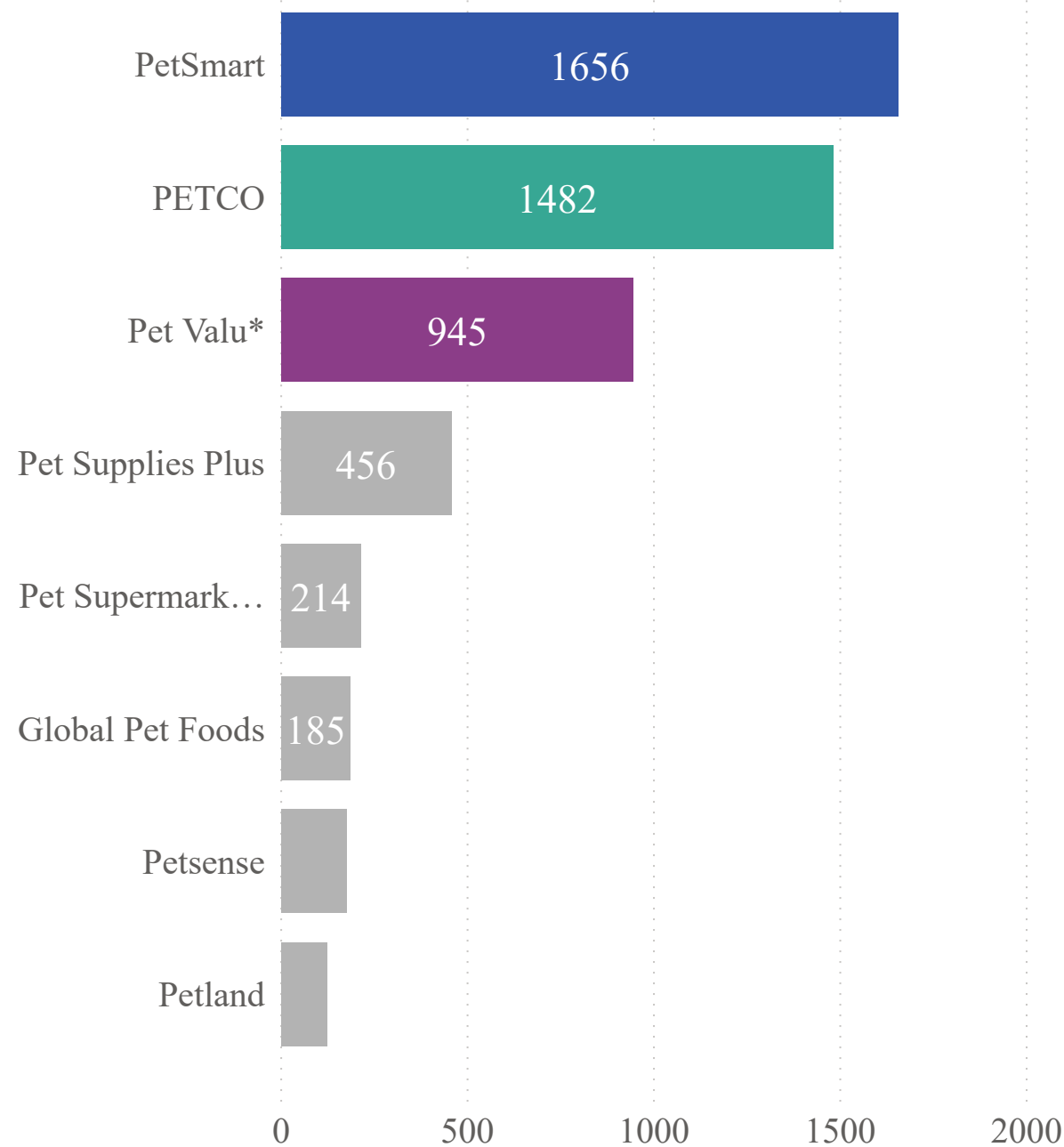
Number of households buy Online or In-stores, (Wholesale or Retail)



Consumer usage of pet product websites 2019



Leading Pet Store Chains (# of stores 2019)



Sources influences purchase decision 2017

