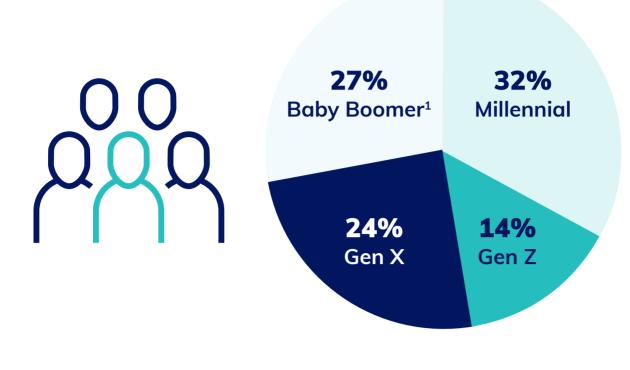


5 pet parent facts

Find opportunity and ensure future growth by meeting the evolving expectations of today's most valuable veterinary consumers.

Who owns all the pets?



What pets do they own?



and dogs dominate overall share.

How much are they spending?



What are they buying?



aware of an online option.

Food



clinic has an

online pharmacy⁴

Veterinary care

in 20204

47% of pet owners reported an increase in online purchases1. Data shows many pet owners would love to shop with their veterinarian but aren't

Where are they shopping?

63% **16%** of veterinary of pet owners hospitals have an overall state their

online pharmacy

yet only...



80% of pet owners not aware of their

veterinary clinic's online pharmacy would consider purchasing their pet's medications that way⁴

Want more?