

How tech connects owners with pets

The pet technology industry is booming, and opening up new opportunities for savvy veterinary professionals in the pet care market. This segment is being driven by tech-savvy digital native consumers, who treat their pets like they're one of the family.

57%

of owners say tech gives them a greater sense of their pet's wellbeing or security¹



25%

of pet parents admit to spending more on tech for their pets than themselves

The latest pet tech trends

Wearable tech and activity trackers

Activity, sleep and location data help monitor pet's behavior and health. Usually paired with an app for remote and real-time tracking.

Home monitoring devices

These allow for two-way video communication, and dispense food and treats.

Pet-sitter apps

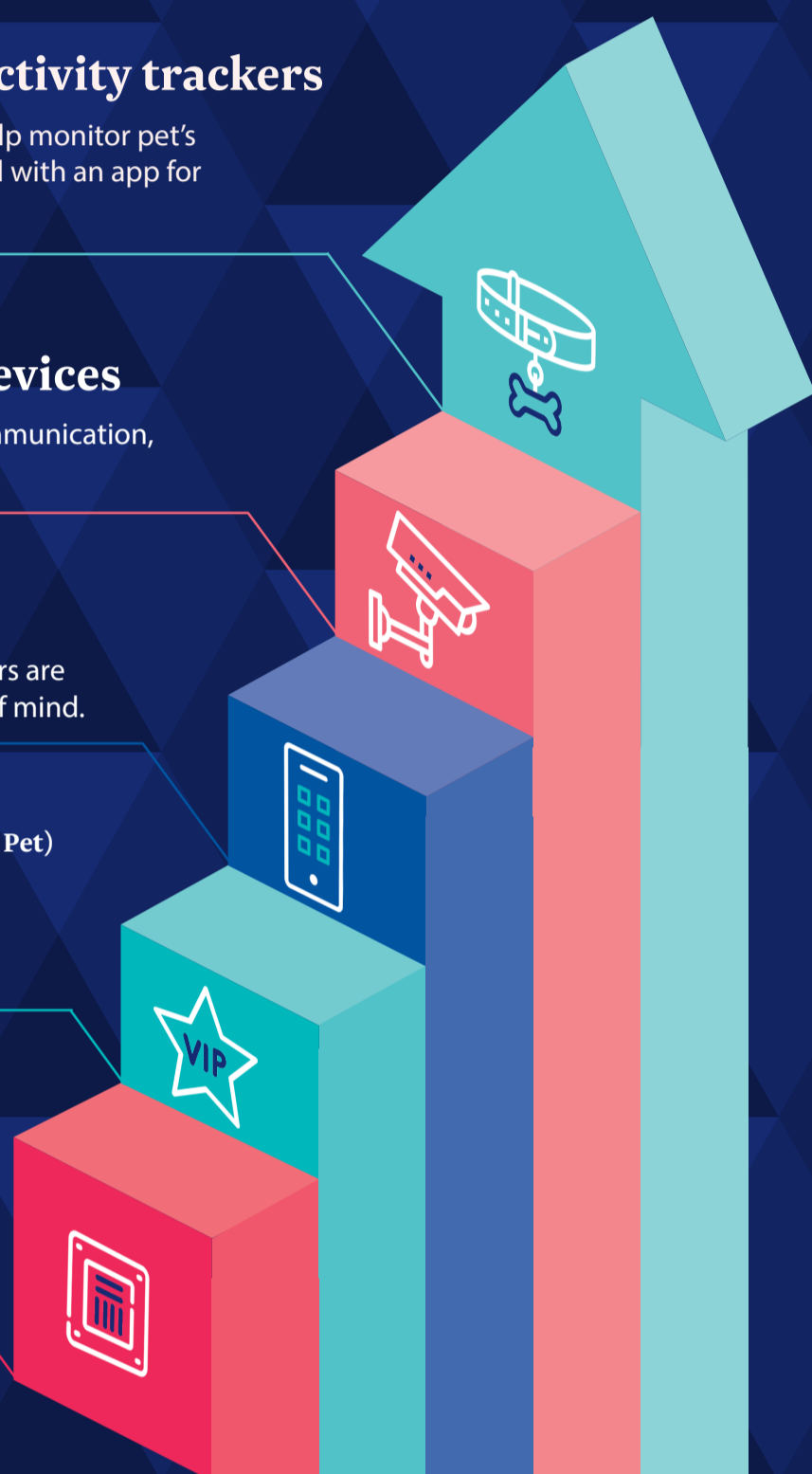
Help organize pet care when owners are away. Many log activity for peace of mind.

VIP access (Very Important Pet)

High-tech pet doors are opened by a tag on a pet's collar. Apps can track door traffic.

Microchips

Microchips locate lost or stolen pets using radio frequency (RFID).



How savvy pet owners use their tech

61%

have at least one form of personal smart tech at home

56%

have already invested in special tech just for their pets

79%

use pet tracking and monitoring technologies

24%

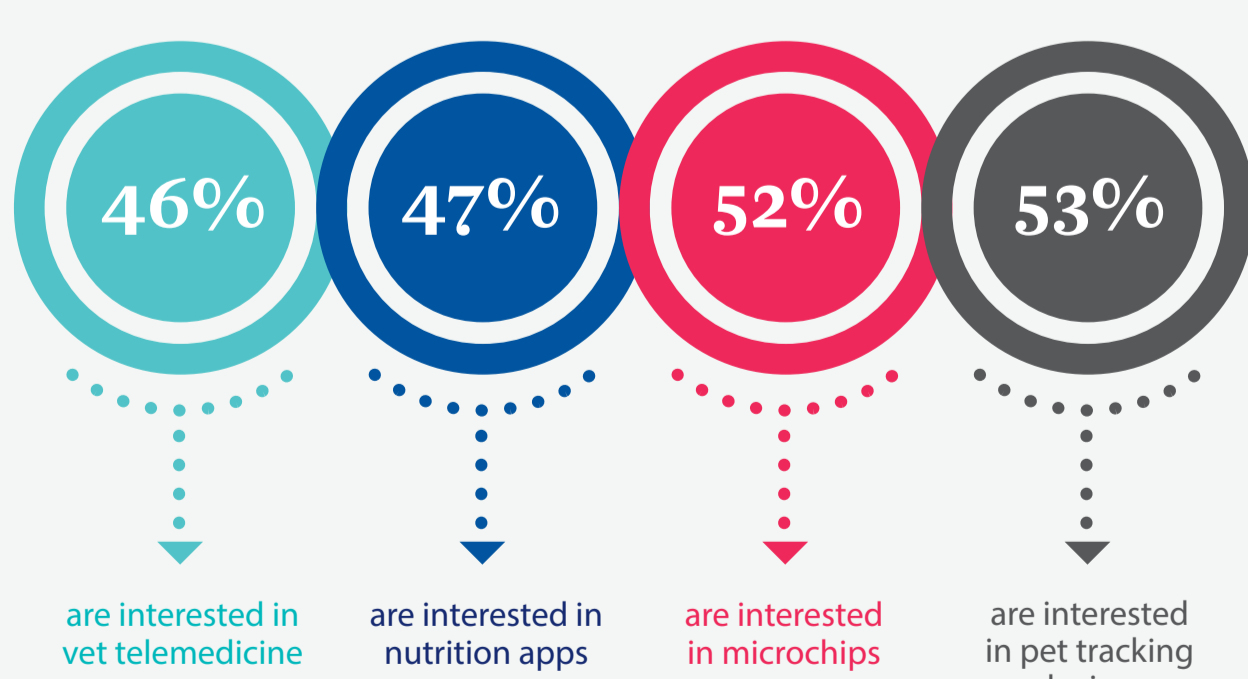
use pet health and nutrition apps

New tech means new opportunities for vets

Pet technology is becoming increasingly common, using data to inform pet owners and veterinarians what's happening with their pets or patients.

Whether its wearable devices, mobile apps, pet gadgets or online pet services, pet tech is transforming how we interact with our animals, and predict and treat pet health problems more proactively.

Here's how health-conscious pet owners are expanding their technology options:



Want to keep your practice connected?

Contact us and see how Covetrus can help your practice leverage technology to keep pace with customer expectations.

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