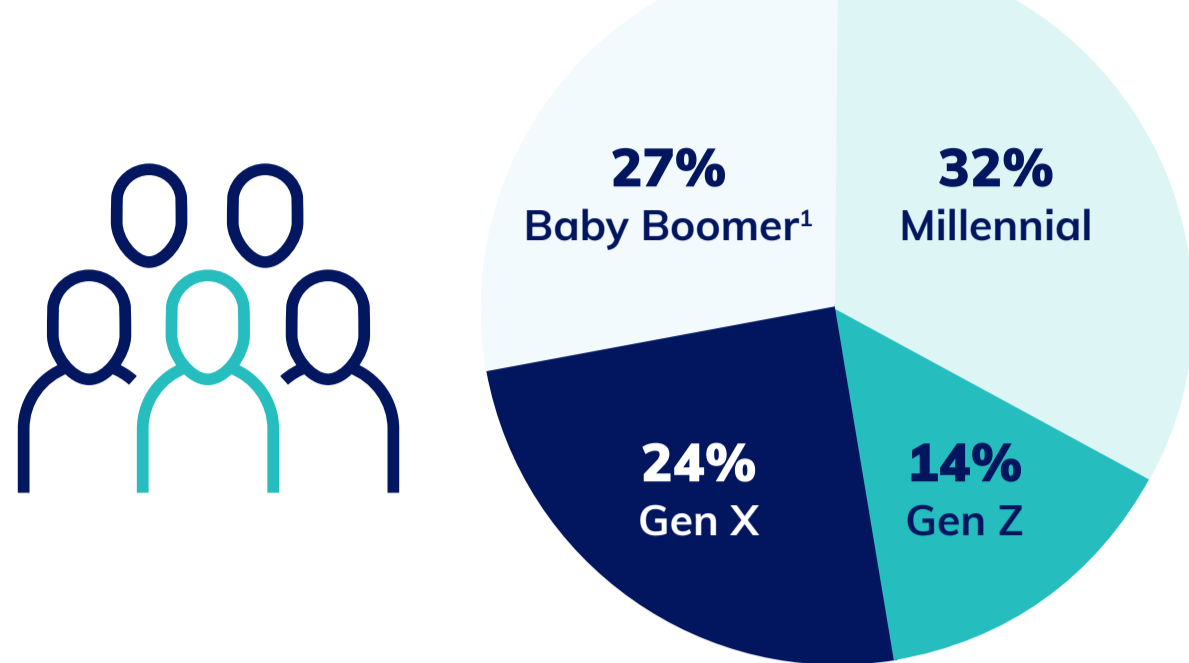


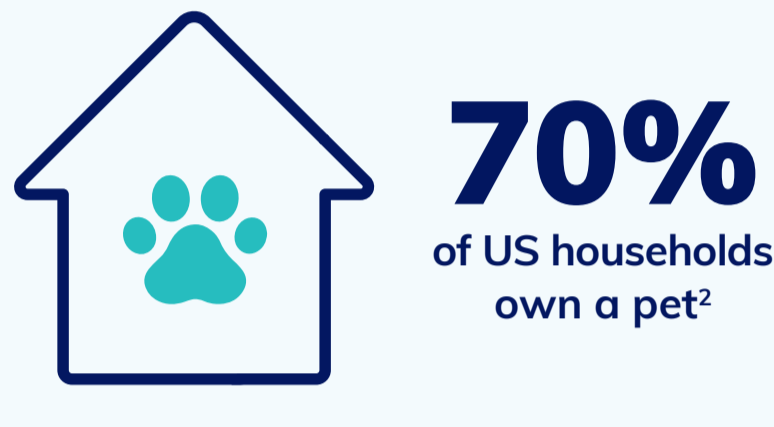
5 pet parent facts

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

1 Who owns all the pets?

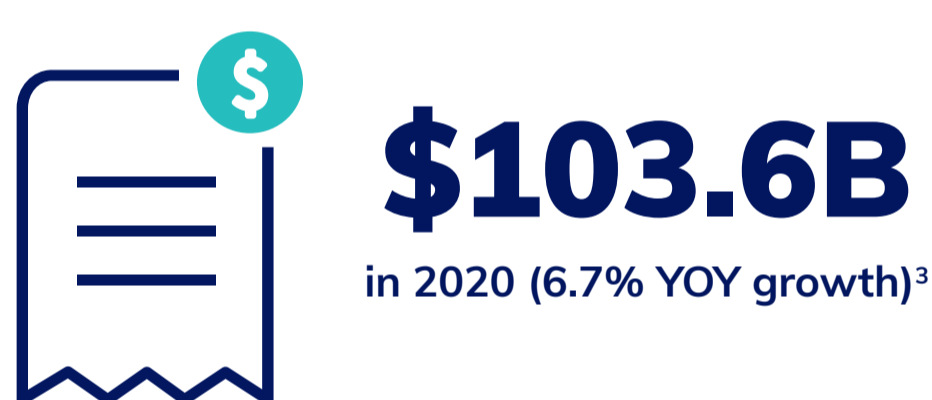


2 What pets do they own?

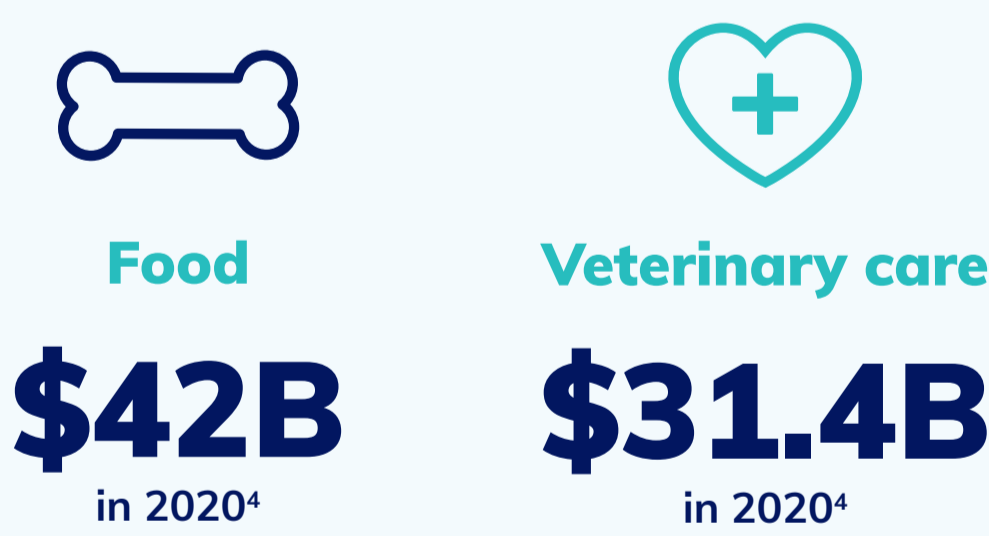


Fish are most prevalent, while cats and dogs dominate overall share.

3 How much are they spending?



4 What are they buying?



5 Where are they shopping?

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 aware of an online option.



yet only...



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