

## 4 REASONS WHY PET CARE IS KEY TO YOUR ONLINE SUCCESS

AS YOU BUILD OUT YOUR E-COMMERCE STRATEGY, CONSIDER THE OPPORTUNITY WITH PET CARE SHOPPERS WHOSE FREE-SPENDING WAYS CAN HELP ESTABLISH YOUR DIGITAL PROGRAM AS BEST-IN-BREED.



### PET CARE IS A GOOD BET

**\$69.5  
BILLION  
CATEGORY**

Source: APPA 2017  
Estimate (Supplies,  
Services, Vet Care,  
Live Animals)

**\$2.5  
BILLION  
ANNUAL GROWTH  
SINCE '94**

Source: American Pet  
Products Association

**#1**

**CATEGORY IN TOTAL SALES  
IN U.S. SUPERMARKETS**

Source: Nielsen AOD Core xAOC 2017

**#1**

**TRIP DRIVER AMONG U.S.  
SUPERMARKET CATEGORIES**

Source: Nielsen Category Shopping  
Fundamental Qualitative Shopper Study

**31%**

**MORE SPEND PER TRIP BY PET  
SHOPPERS ACROSS THE STORE**

Source: Nielsen Custom Channel Facts 2017

### AND IT'S QUICKLY MIGRATING ONLINE

ONLINE PET  
CARE SALES UP  
**70%**  
IN 2017

Source: 1010  
E-Commerce 2017

AT LEAST  
**70%**  
OF CATEGORY  
GROWTH EXPECTED  
TO COME FROM ONLINE  
SALES THROUGH 2021

Source: Internal Purina Estimates

**20+%**  
OF PET CARE SALES  
EXPECTED TO BE  
ONLINE BY 2021.

Source: Internal  
Purina Estimates

Online pet  
shoppers spend  
**2X MORE** on  
pet food, vs.  
in-store only  
shoppers.

### BUT STORES STILL MATTER!

DIGITAL WILL  
INFLUENCE  
**77%**  
OF ALL RETAIL SALES.

Source: IRI Growth  
Summit 2017

ONLINE PET  
SHOPPERS  
**ALSO SHOP  
IN STORE**  
(only **28%** of  
their pet food/  
treats spend is  
online vs **72%**  
in-store)

### TO BE TOP DOG, INTEGRATION IS KEY!



#### IN-STORE

Make it better  
than ever with a  
store-within-a-store  
approach, and robust  
signage promoting  
e-commerce options



#### ONLINE

Align with  
in-store promos,  
pricing and  
assortment,  
and simplify  
checkout



#### DELIVERY

Offer in-store  
and online  
fulfillment  
options, i.e.  
home delivery,  
curbside pick-up



Pet care holds great opportunity for your  
e-commerce business. But, to win in pet, you  
must embrace the omni-channel experience  
and appeal to pet owners in all the ways they  
want to shop!

Nestlé Purina PetCare Company is a global leader in the pet care industry. Nestlé Purina PetCare promotes responsible pet care, community involvement and the positive bond between people and their pets. A premiere global manufacturer of pet products, Nestlé Purina PetCare is part of Swiss-based Nestlé S.A., a global leader in nutrition, health and wellness.



**PURINA**

Your Pet, Our Passion.