



THE PROMISE OF PETS

The Pet Category is accelerating growth.
ARE YOU READY TO DELIVER?

Progressive
GROCER

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THE PET CATEGORY IS HOT

— which means the time is right to expand your pet department. **What does it take?** The right assortment, competitive pricing and an easy-to-shop environment can make your store a destination for pet parents.

BY THE NUMBERS

PET FOOD IS THE FASTEST

growing department in total store, outpacing center store and perimeter categories¹

\$31.8B

was spent on pet food and litter in 2019²

Forecasted growth for the pet category =

5% CAGR
(2019-2023)³



61%

of U.S. Households own a cat or a dog.⁴



Super Premium accounts for over
40%
of dry dog \$ sales and is growing at **6.9% vs YAG⁹**



LITTER-ALLY SPEAKING

Don't forget to "litter" in your pet aisle!

More than 26% of U.S. households shop for cat litter⁵

Cat litter sales grew 9% in the latest year⁶



MULTI-CHANNEL MAGIC



BY 2023 ECOMM WILL BE

24%

OF THE

TOTAL MARKET

AND WILL DRIVE ANOTHER

\$4.5B IN GROWTH⁷

ECOMM'S CURRENT \$ SHARE OF PET CARE

=

14%⁸

MEETING PLACE

Meeting customers where and how they want to shop is key!



- Expand the Wet Cat Food category
- Amplify Super Premium products
- Focus on premium cat litter
- Expand and merchandise high-margin pet treats
- Accelerate eComm



 **PURINA**®

Profits in the Pet Category are a call away!
Purina's dedicated team has the insights you'll need to get started on the road to expanding your pet department.
purina.com

Sources:

1. Nielsen AOD Core xAOC 2019
2. Nielsen xAOC + Pet Retail, 1010data Ecom
3. Purina Custom Forecast - Pet Food + Litter
4. Nielsen Homescan Panel CY 2019
5. Nielsen Homescan Panel 52 w/e 12.28.19
6. 2019 Nielsen xAOC + Pet Retail, 1010Ecom
7. Purina Custom Forecast - Pet Food + Litter
8. 2019 Nielsen xAOC + Pet Retail, 1010Ecom
9. 2019 Nielsen xAOC + Pet Retail, 1010Ecom