



# Pet Wellness

MAINSTREAM MOVEMENTS





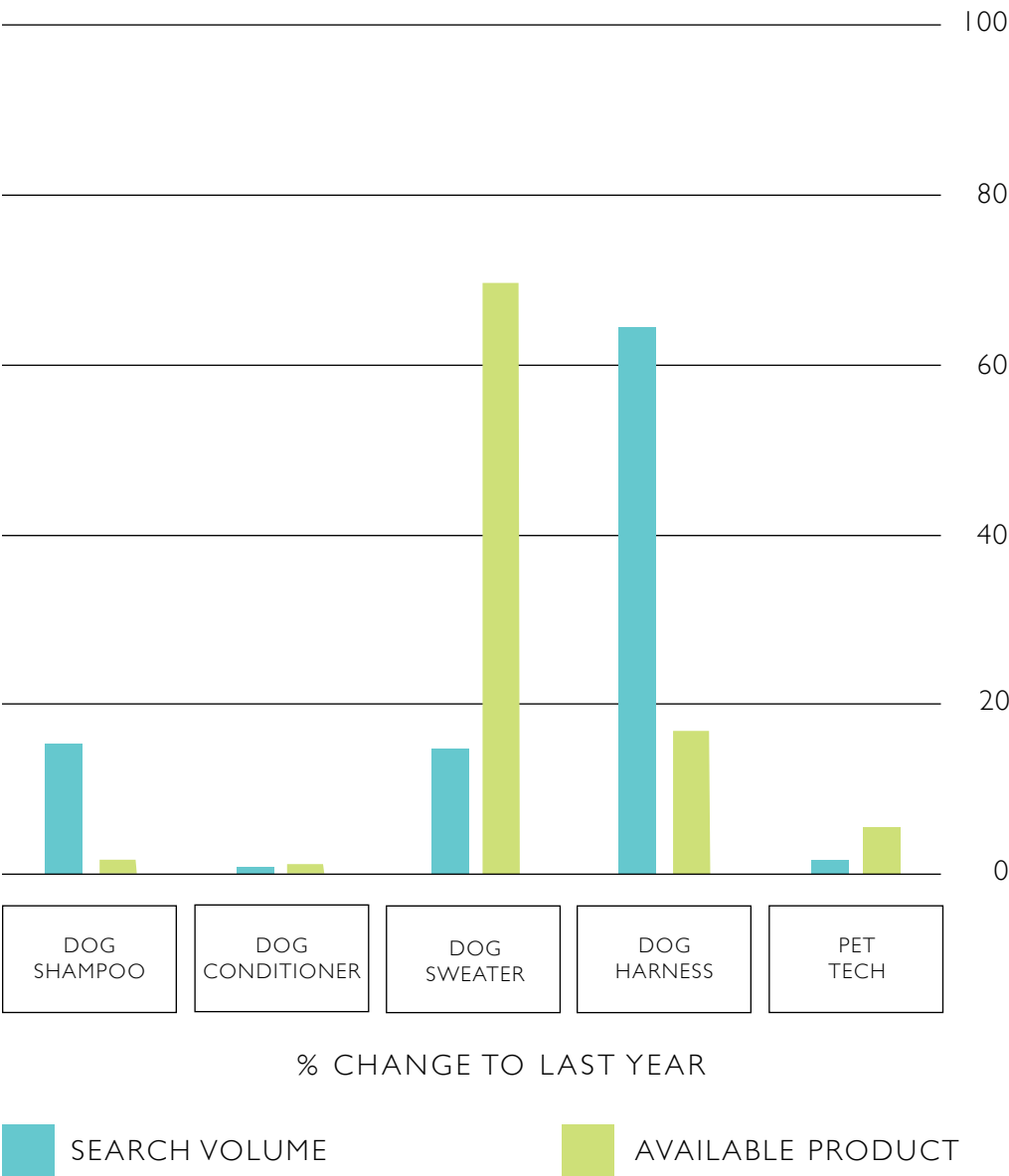
Little Beast



## Pet Wellness

The pandemic-era surge in pet ownership has sparked a demand for petcare products that emphasize pet health and wellness. According to [RestoraPet](#), 90% of survey respondents said they are willing to spend \$100 or more on their pets each month. 55% percent of respondents said they would spend “whatever it takes” to keep their pet happy and healthy, and 43% reported spending more on their pets since the COVID-19 pandemic began. As pet ownership continues to increase, we expect the brand and retailers assortments to increase with it. In the US, shares in Chewy grew 77% in the past year, upping the market valuation of the business that went public in 2019 to about \$33B, which is more than 10x the amount [PetSmart](#) bought it for in 2017. Key topics include treats with functional ingredients, premium pet care, and accessible pet insurance.

Consumer interest vs. accessibility,  
revealing untapped white space opportunities:



\$1B

According to [Grand View Research](#), the pet supplement industry is set to hit \$1 billion by 2027.



Industry research suggests one in five pet owners has boosted their pet-related spending during the COVID-19 crisis.

+107%

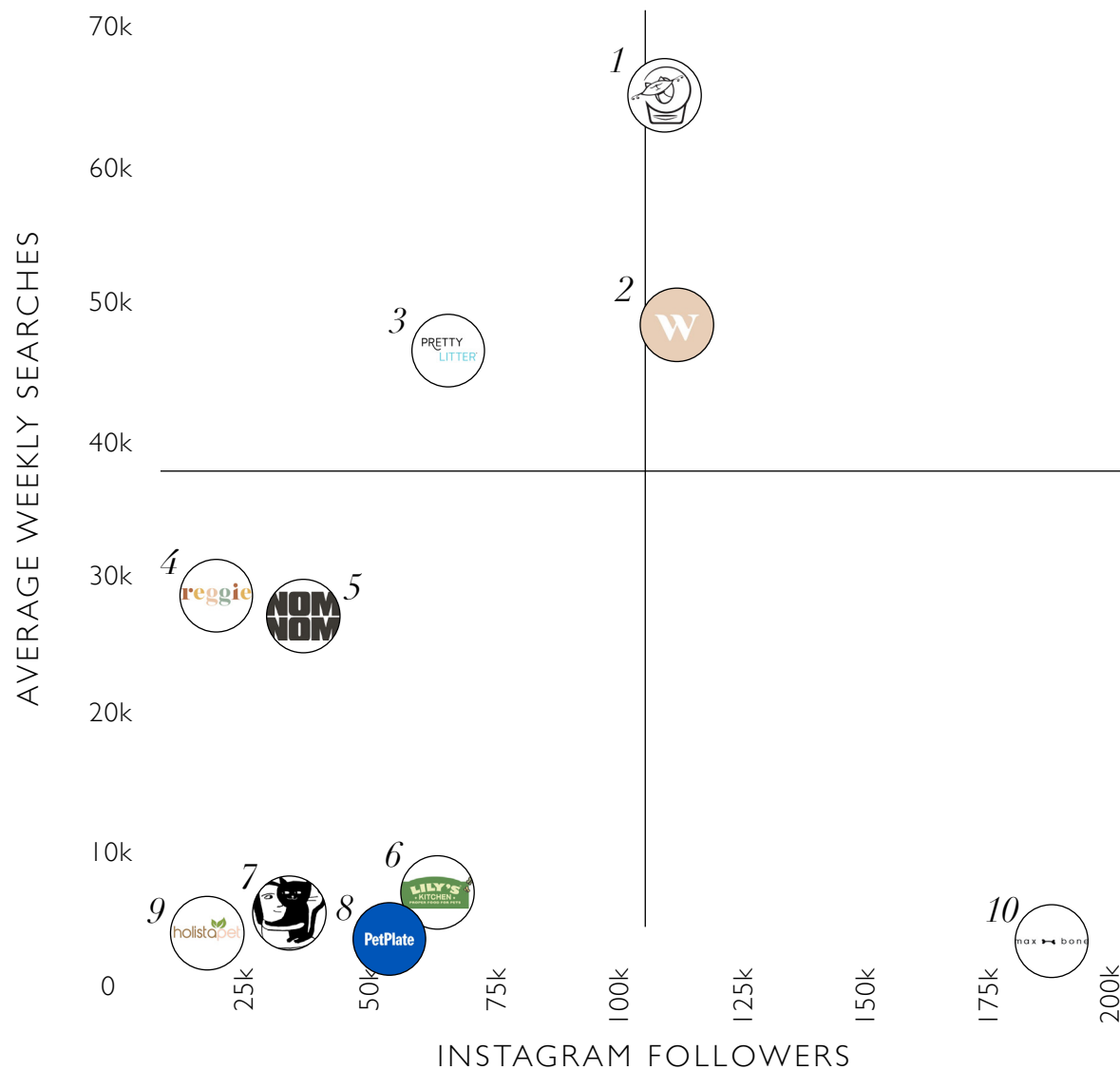
Searches for [dog allergy test](#) are +107% compared to last year and are growing at an accelerated rate.

Pet wellness brands that are addressing pet needs and disrupting the space:

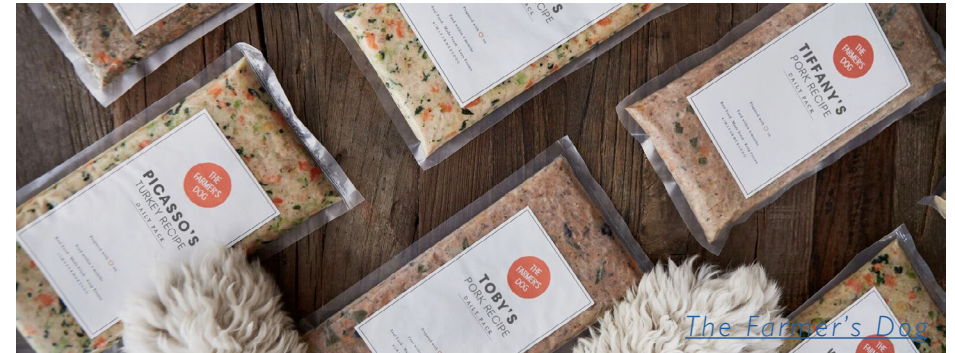
## Top 10 Pet Wellness Brands

Based on current growth rate compared to LY.

- 1 [Litter Robot](#)
- 2 [Wild One](#)
- 3 [Pretty Litter](#)
- 4 [Reggie](#)
- 5 [Nom Nom](#)
- 6 [Lily's Kitchen](#)
- 7 [Cat Person](#)
- 8 [Pet Plate](#)
- 9 [HolistaPet](#)
- 10 [maxbone](#)



If you're into **The Farmer's Dog** human-grade pet food, then you may like these offerings:



[A Pup Above](#)  
HUMAN-GRADE VET-MADE



[Bonne et Filou](#)  
MACARON TREATS



[Open Farm Pet](#)  
ETHICALLY SOURCED



[Lily's Kitchen](#)  
PROPER (PET) FOOD



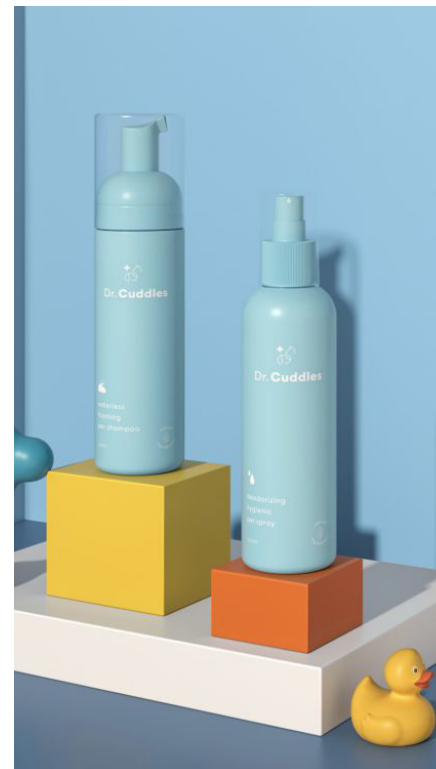
If you're into **Ouai's premium pet products**, then you may like these offerings:



[Pride + Groom](#)  
TWO-STEP ROUTINE



[Public Goods](#)  
REFILLABLE SHAMPOO



[Dr. Cuddles](#)  
NO RINSE GROOMING



[maxbone](#)  
ANTISEPTIC WIPES

If you're into **Zesty Paw's** line of functional **treats**, then you may like these supplements:



Front of the Pack  
ALL-IN-ONE CARE



HolistaPet  
CANNABINOID REMEDIES



Bixbi  
MUSHROOM SUPPLEMENTS



Reggie  
WELLNESS REGIMENS



If you're into **Wild One's DTC model**, then you may like these offerings:



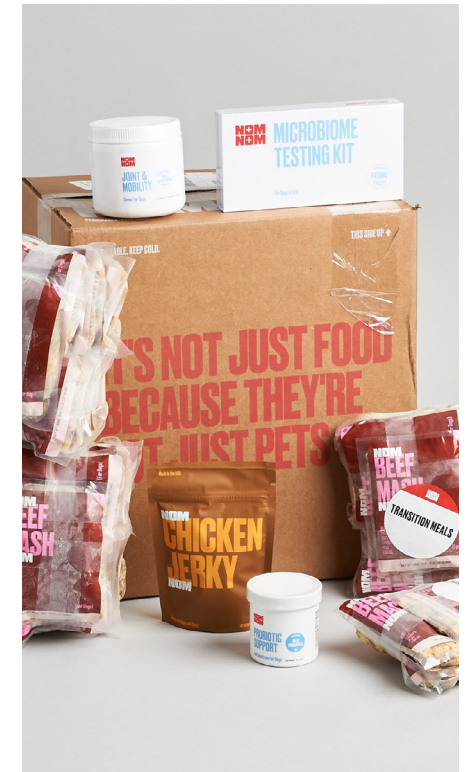
[Hollywood Kitty Co](#)  
CUSTOM CAT FURNITURE



[Jinx](#)  
NUTRITIONIST FORMULAS



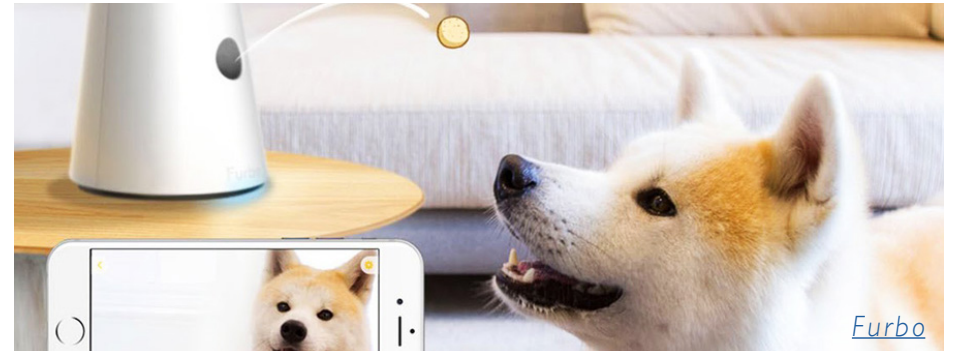
[Cat Person](#)  
CAT ACCESSORIES



[Nom Nom](#)  
READ GOOD FOOD



If you're into **Furbo's tech-backed approach to pet care**, then you may like these offerings:



[Pet Chatz](#)

INTERACTIVE PET CAMERA



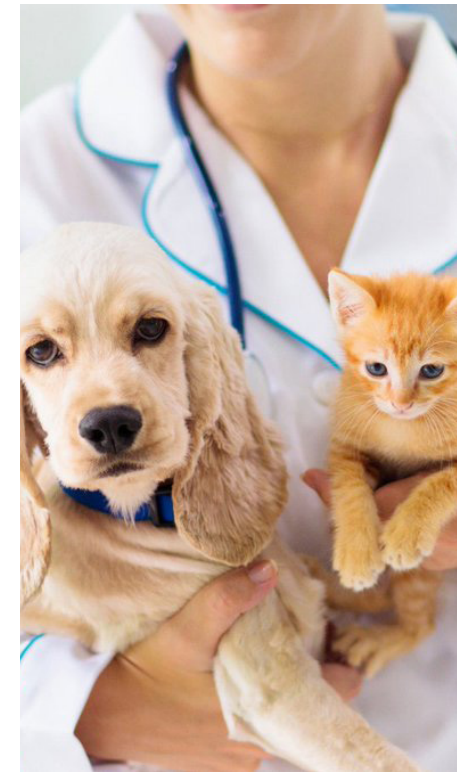
[Litter Robot](#)

SELF-CLEANING LITTER



[Pretty Litter](#)

HEALTH TRACKING LITTER



[PetMedix](#)

ANTIBODY INNOVATION

01



ACCESSIBLE PET INSURANCE

02



DTC/SUBSCRIPTION MODELS

03



PET-FRIENDLY TRAVEL

04



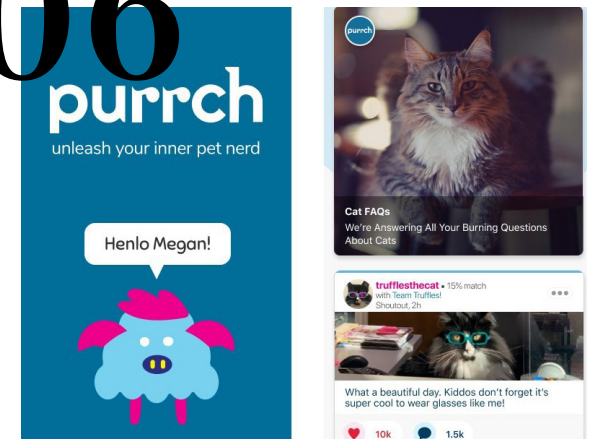
LUXURY PET PRODUCTS

05



PIVOT TO PET CARE

06



PLANNED PETHOOD



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We marry the art and science of retail to surface what consumers want today and tomorrow.

Our team of experienced retail professionals can provide a custom assessment of how you can integrate data analytics into your workflow. We have walked in your shoes and will partner with you to identify opportunities that will give your business a competitive edge.

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