

# With Adoption Interest Slowing, Pet Owners Focus on Health and Longevity

Geo: U.S.

Time Range: 2020 - 2022

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# Owners Want the Best for Their Pets



*People aren't looking for new pets as much as they were pre-pandemic (adoption is down 31%), but that may be due to current young pandemic pets, or aspirations to get out of the house more frequently*



*Pet food trends mirror human food trends as people look to feed their pets for health and longevity, with organic and allergen-free diets being the most popular. Pet owners are also 9.17 times more likely to be interested in special diets*



*Owners of pets are more likely to be health-conscious, outdoorsy, and community oriented*

# Pet Acquisition is Below Pre-Pandemic Levels



Online Behavior by the U.S. ShareThis Audience

Percent Share of Behavior by Month (%):



*Adoption and animal shelter-related online behavior is lower than pre-pandemic, perhaps in part because those with pandemic pets aren't ready for more. Pent up desire for experiences outside the home could also be holding people back from the responsibility of a pet.*

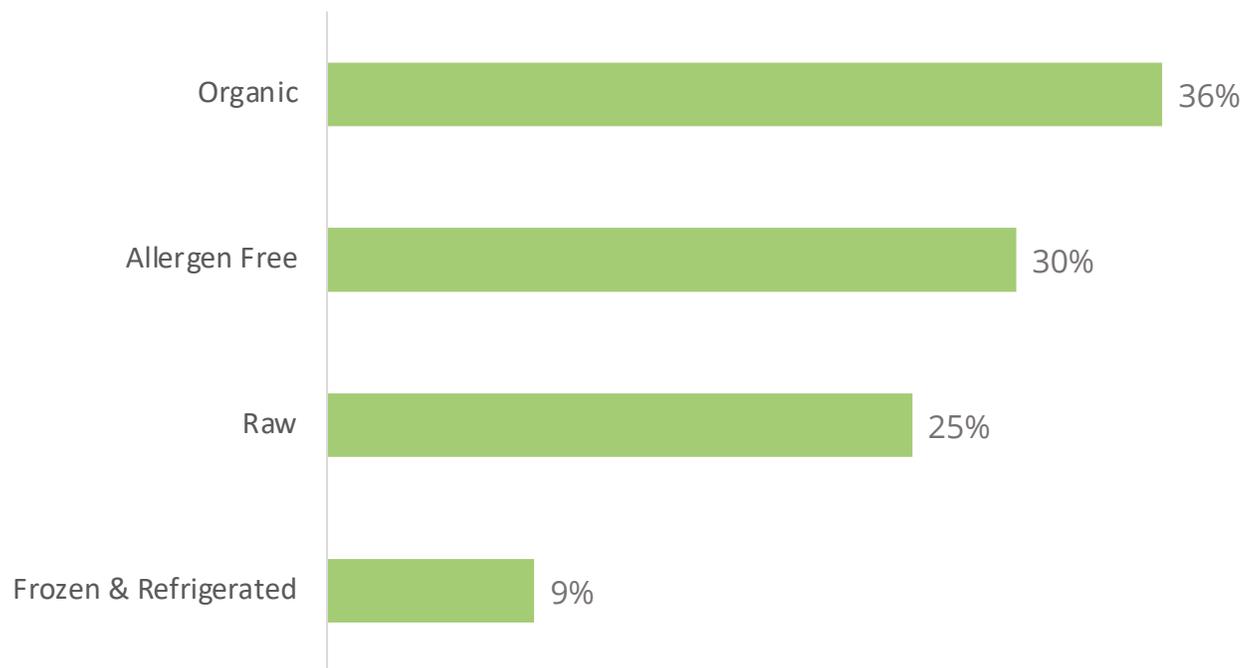
# Dry and Organic Pet Foods Are in Demand

Online Behavior by the U.S. ShareThis Audience

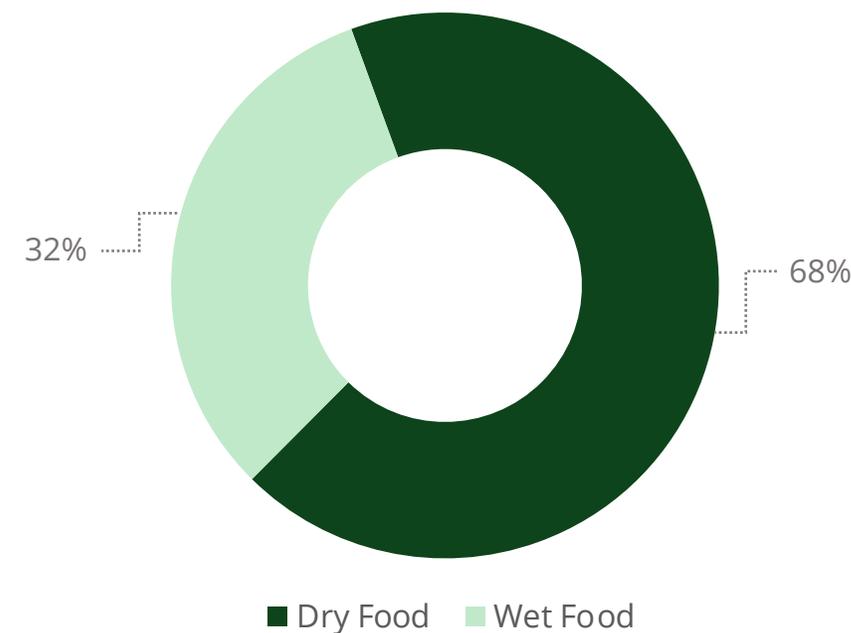


*Pet food trends have been following human ones, with organic/all-natural/holistic diets and allergen-free (i.e., gluten-free, grain-free, corn-free, etc.) rising to the top. ShareThis data also shows that dry pet food content is consumed more than wet pet food content.*

Percent Share of Pet Food Behavior by Trend (%):



Share of Pet Food Behavior by Type (%)



Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: U.S. | Time Frame: June - November 2022

# Pet Owners Are Social, Health-Conscious, Outdoorsy, and Care About Others

Online Behavior by a U.S. Pet Owners Audience



Over-Indexing Categories:



# 9.17x

A pet owner audience is **9.17 times** more likely than the average user to be interested in special diets like vegetarianism and veganism.



# 6.09x

Pet owners care about others and are social: they are **6.09 times** more likely than the average ShareThis user to care about public health, be involved with clubs and organizations (**2.51x**), and care about social issues like human rights (**2.22x**).



# 3.26x

Interest in winter sports (**3.26x**) and hiking and camping (**2.34x**) indicate pet owners are more likely to be active and outdoorsy.

# Audiences to Activate

Consider the following segments in your activation strategy



## Relevant Segments

- ShareThis > Health > Nutrition > Special & Restricted Diets
- ShareThis > Health > Public Health
- ShareThis > Hobbies & Leisure > Clubs & Organizations
- ShareThis > Hobbies & Leisure > Outdoors > Hiking & Camping
- ShareThis > People & Society > Social Issues & Advocacy
- ShareThis > Pets & Animals > Animal Products & Services > Animal Welfare
- ShareThis > Pets & Animals > Animal Products & Services > Pet Food & Supplies
- ShareThis > Pets & Animals > Animal Products & Services > Veterinarians
- ShareThis > Pets & Animals > Pets
- ShareThis > Pets & Animals > Pets > Cats
- ShareThis > Pets & Animals > Pets > Dogs
- ShareThis > Sports > Winter Sports > Skiing & Snowboarding

**Custom:** *create your own audiences using relevant privacy compliant signals*

- ShareThis > Custom > Animal Shelters & Rescues
- ShareThis > Custom > Pet Adoption
- ShareThis > Custom > Pet Food > Allergen Free
- ShareThis > Custom > Pet Food > Organic
- ShareThis > Custom > Pet Food > Raw
- ShareThis > Custom > Pet Fostering
- ShareThis > Custom > Pet Owners



**Thank You**