

Pets

As the COVID-19 pandemic evolves, how has pet care spending been affected among pet owners?



Lifestyle Impact Study
Are pet owners spending more to keep their pets healthy or dialing back their pet care budget during this pandemic?

What's Next?

As consumer behavior is shifting due to the COVID-19 pandemic, understanding the shift in pet care spending should be front-and-center for retention and growth strategy.

Over the course of the next year, Irwin Broh Research will be piloting a quarterly, online research study to uncover the following insights. The survey is designed to help you & your team understand pet owners' current and intended spending habits and how to evolve with this ever-changing landscape:

Shifts in Pet Care Purchases

Has pet care spending (related to food, supplements, medicine, grooming, healthcare) been affected?

Pet Care Segments Most Likely to be Impacted

Which pet care segment(s) will be most susceptible to curtailed or increased spending in the coming months?

Pets Serving as Support During Pandemic

Do current pet owners rely on their pets for support during this pandemic? Of those not owning a pet, do they plan to acquire one during the pandemic?

More
Information



Please contact Tom Jackowiak at tjackowiak@irwinbroh.com or (847) 954-2250 for further information!

About Irwin Broh Research

Irwin Broh Research is a full-service market research company operating since 1971. Since our inception, we have fostered deep, long-lasting relationships by learning and adapting to the individual needs of our clients. Our diverse portfolio features the biggest brands in the world and our team is committed to providing best-in-class service, regardless of size or industry. When you work with Irwin Broh Research, you get top-notch expertise, unmatched responsiveness and a trusted partner to help you through the process every step of the way.