



84% of pet owners agree they pay as much attention to the ingredients that go into their pet's food as the ingredients their family eats

with their pet. Following the study, Dr Brown launched Mars Petcare's online Pet Positive Hub to help Australian pet lovers with the tools and resources they need to Keep Australia Pet Friendly.

So, who are these pet lovers who want to enjoy pet ownership with healthy companion animals in a pet-friendly Australia?

Generation Z (18 to 24-year-olds) and Millennials or Generation Ys (25 to 39-year-olds) are the present and future of the pet industry, according to Packaged Facts, which published the *Millennials as Pet Market Consumers* report. David Sprinkle, research director of Packaged Facts, presented the report findings at the global pet food conference Petfood Forum 2018 in April.

"These younger generations of pet market consumers are critical to the bottom line of pet product and service marketers because the vanguard of the Baby Boomer generation is reaching the age when pet ownership declines sharply," he said. "Moreover, Boomers will be succeeded by members of Gen

X, who spend heavily on pet products and services but are a relatively small population cohort."

Packaged Facts found that generally both Gen Z and Millennial pet owners trust in brand integrity and smaller pet product companies, rely heavily on veterinary guidance for pet product purchases, show interest in vet services in non-traditional venues (ie mobile vet) and have an eclectic menagerie of pet types, from reptiles to rabbits.

Whilst Gen Z pet owners have more fun with their pets (ie Halloween dress-ups and pet birthday treats), Millennials focus more on their pet's health. For example, they are much more likely than younger pet owners to be concerned about their pets, the report said.

Australian pet owners are also growing increasingly concerned about purchasing and consuming products that have their sources identified, and ensuring these products are made from ingredients perceived to be natural and of high nutritional value, explained Sam Johnson, senior analyst with IBISWorld.

"This trend is giving rise to new markets for pet food and other pet-related products," he added.

PET OWNERS ARE MORE CONSCIOUS ABOUT PET DIET

Last month, Purina Beyond® unveiled new research into pet health and wellness that shows one in five (20%) dog owners now spend more time on their pets' health than their own! The study was commissioned by Purina Beyond® and conducted by YouGov in March 2018, amongst 1,025 nationally-representative pet owners in Australia. Research showed nine in ten dog owners (89%) are conscious about their own diet and a staggering two-thirds (67%) have become more conscious about what they feed their dog in the last two years.

"The research found that the key reasons for these shifting perceptions are the increase of nutritional information available online (34%) and Australians' growing awareness of their own health and wellbeing (31%)," said Nathan Hill, Head of Marketing of Nestlé Purina Petcare Australia.

