

The State of Pet Industry Marketing '24



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Introduction and Industry Overview

- Growth Projections and Market Size
- Survey Participants and Company Types

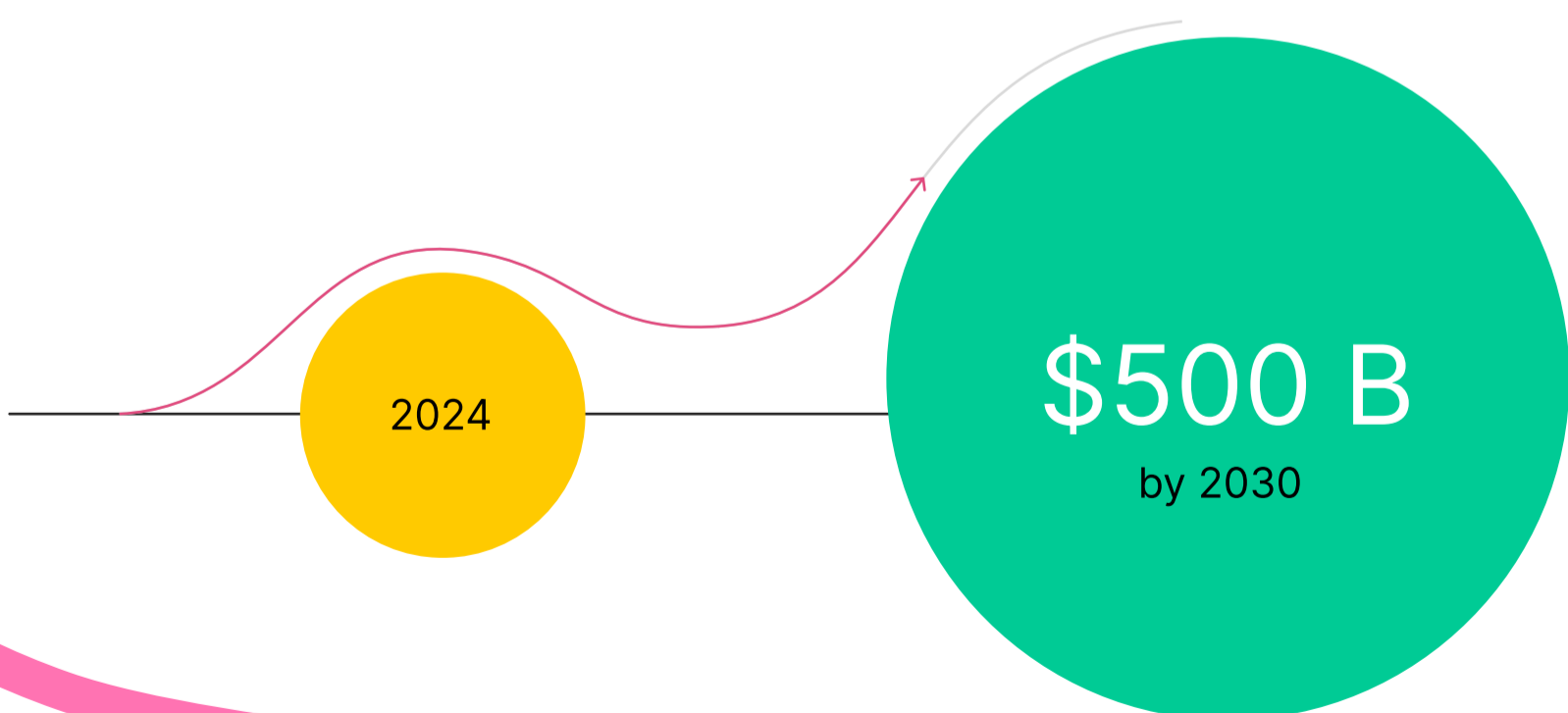


Ninedot and Pet Food Experts are pleased to present the findings of a comprehensive survey that delves into the pet industry's marketing landscape in 2024.

This survey gathered insights from nearly 200 participants, including pet product vendors, retailers, manufacturers, and service providers.

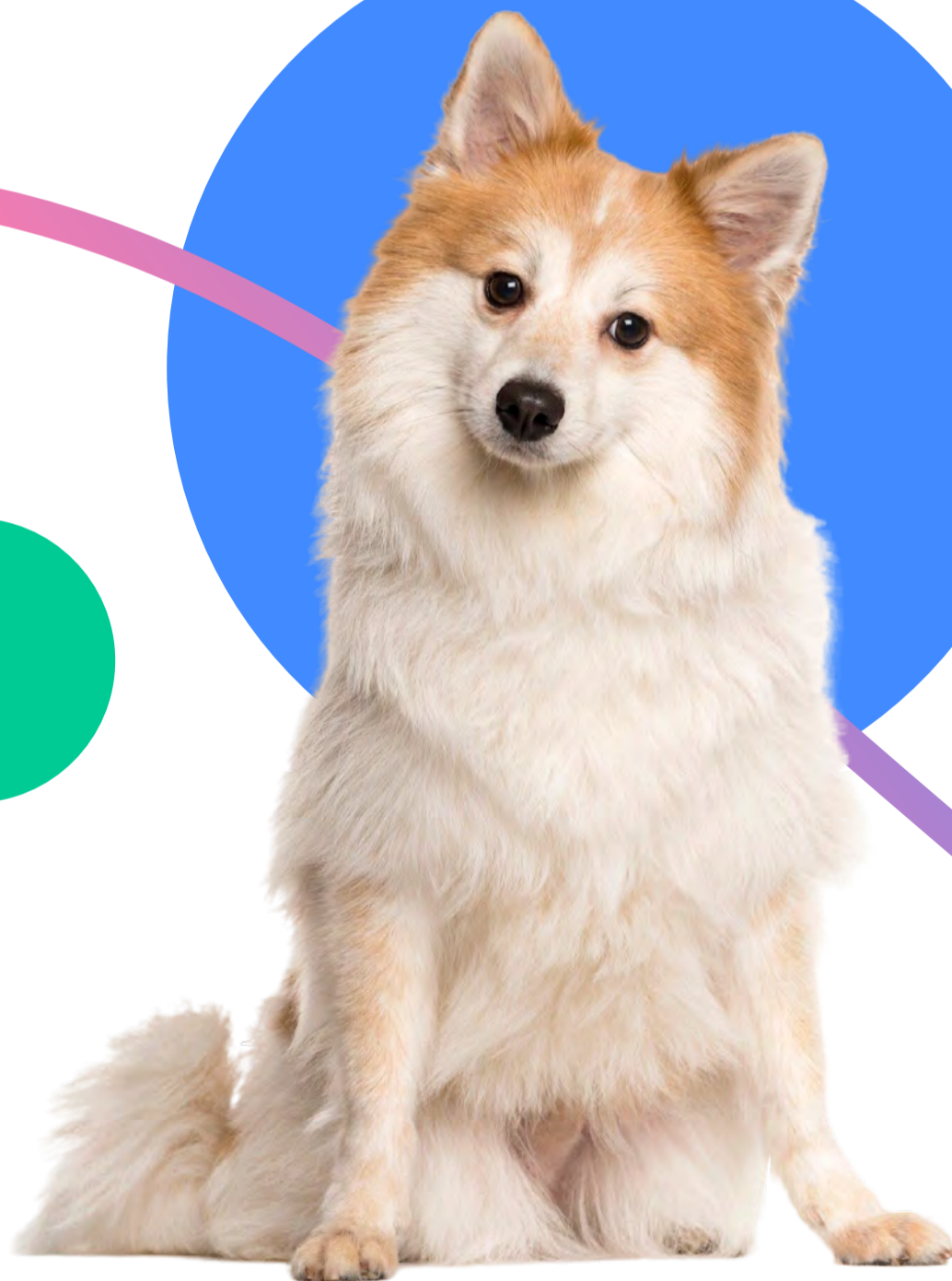
According to industry reports, the global pet industry is projected to reach \$500 billion by 2030 ([Bloomberg Intelligence](#)). This anticipated surge in demand has prompted pet companies to reevaluate and adapt their marketing strategies to resonate effectively with modern pet owners.

The survey results offer valuable insights into these evolving strategies and highlight the key trends shaping the future of pet industry marketing.



Marketing Goals and Challenges

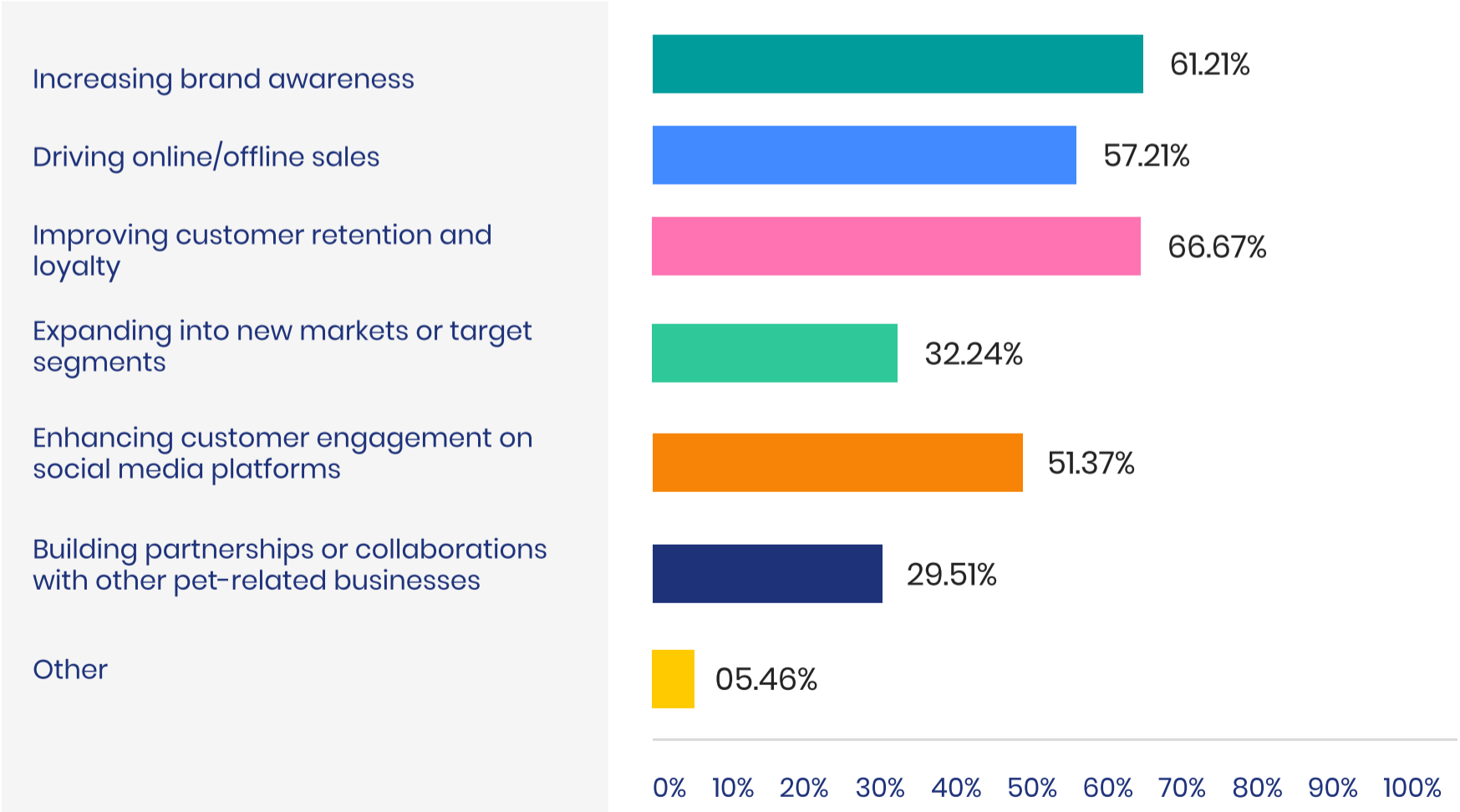
- Primary Marketing Objectives for 2024
- Main Obstacles in Digital Marketing



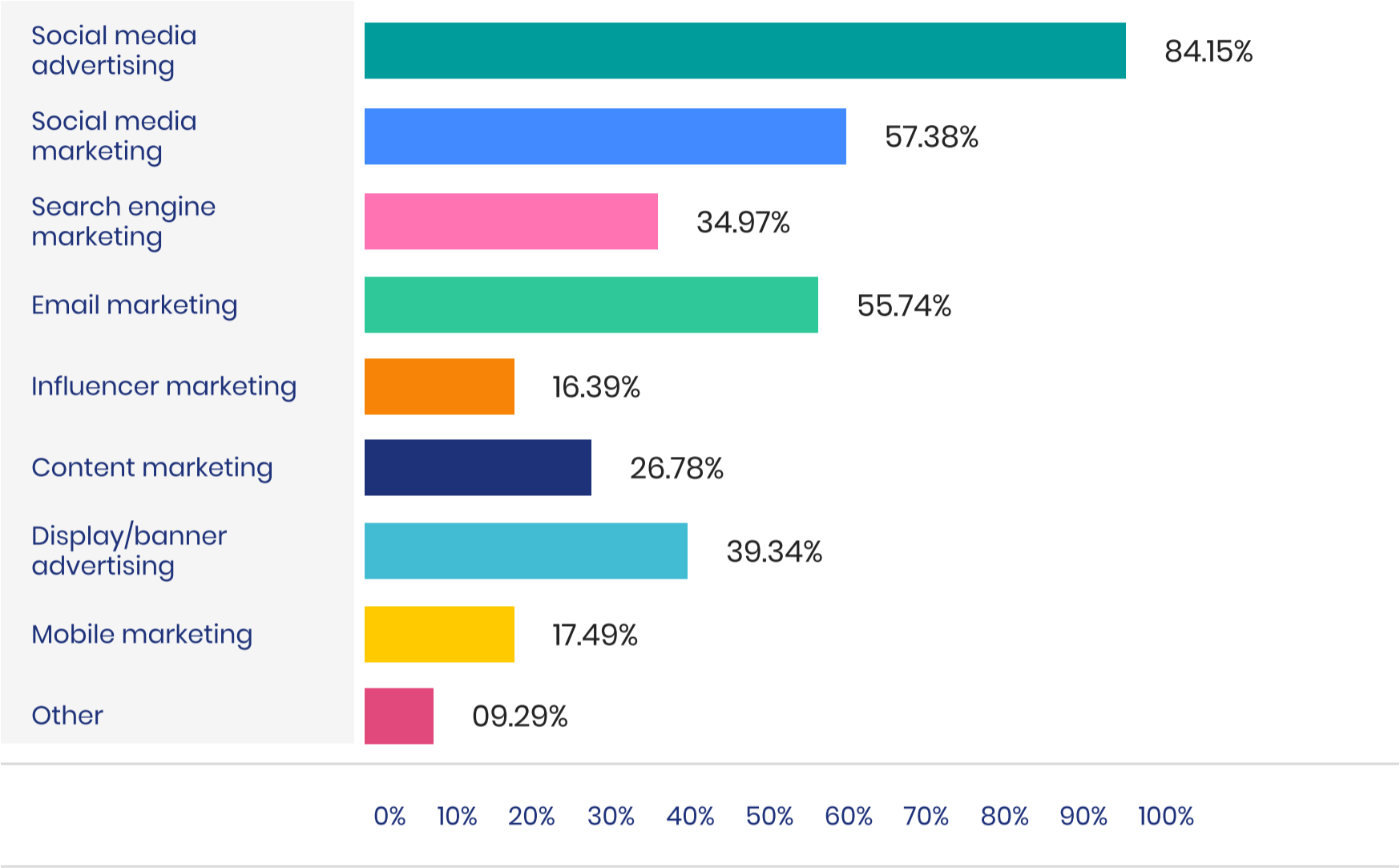
What are the primary marketing goals for your pet company in 2024?

The pet industry's growth has been fueled by factors such as the rise of pet humanization, increased spending on premium pet products, and the growing popularity of pet ownership among millennials and Gen Z consumers. According to Pet Food Industry reports, the global pet food market alone is expected to reach **\$400 billion by 2028**, with a projected annual growth rate **(CAGR) of 5.2%**.

In light of this industry boom, the primary marketing goals for pet companies in 2024 include increasing brand awareness **(61.21%)**, driving online and offline sales **(57.21%)**, and improving customer retention and loyalty **(66.67%)**. Expanding into new markets or target segments **(32.24%)** and enhancing customer engagement on social media platforms **(51.37%)** are also significant priorities.



Which digital marketing channels have you utilized in 2024?

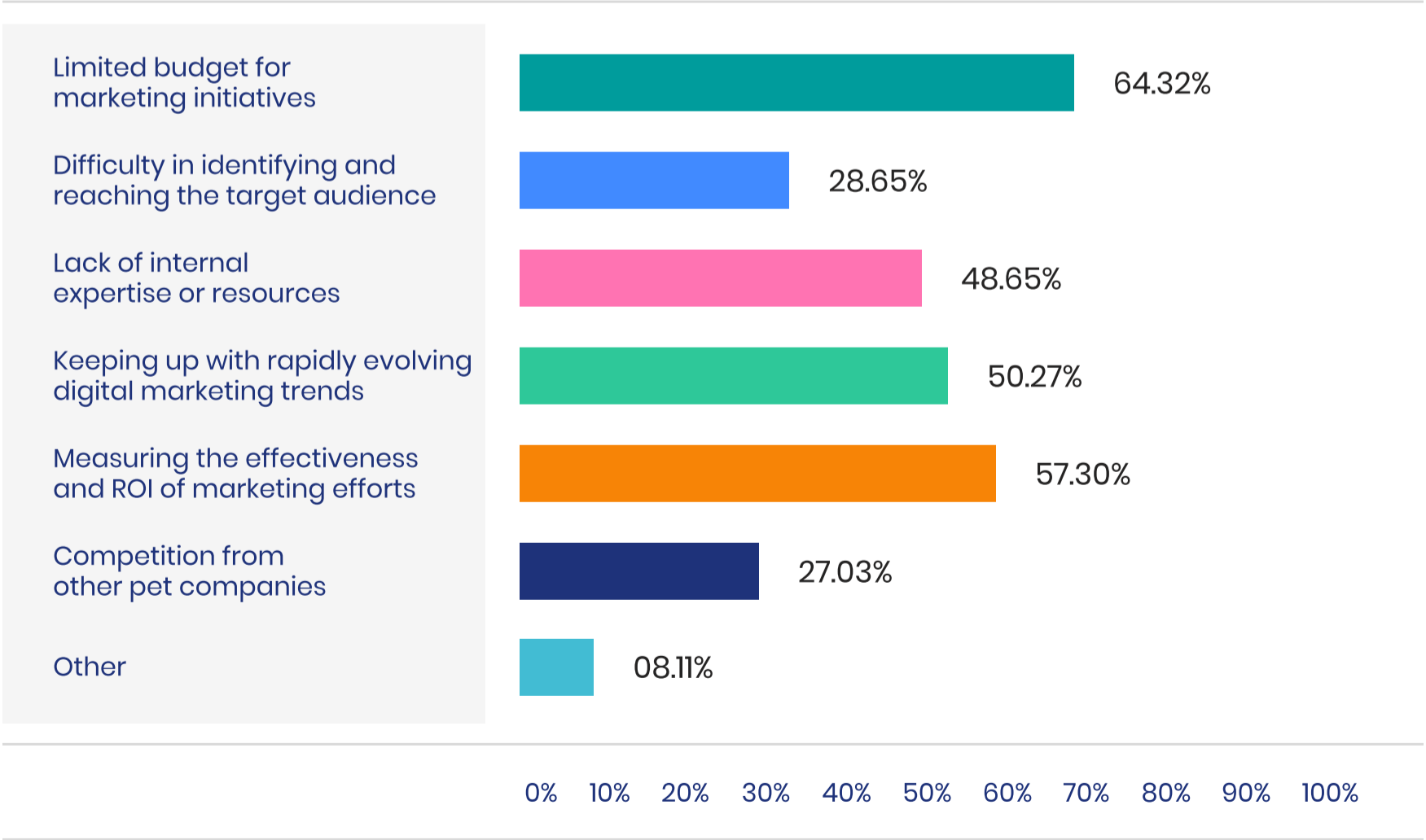


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Using multiple marketing strategies is crucial for pet industry companies to reach diverse audiences, engage customers on preferred platforms, and adapt to varying trends and content formats effectively.

Better Thinking TipsSM

What are the main obstacles you face in implementing successful digital marketing campaigns for your pet company in 2024?



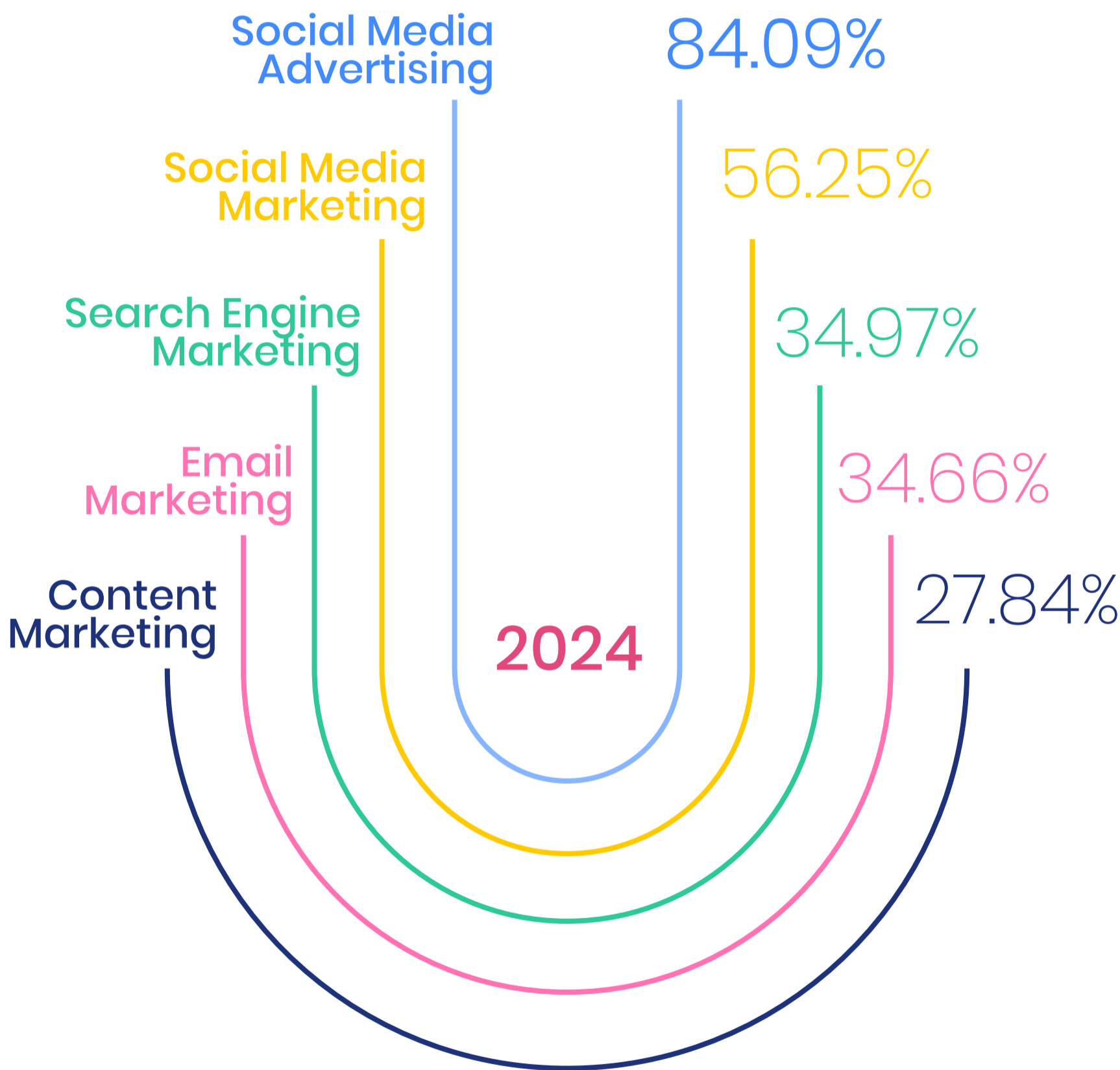
Digital Marketing Strategies

- Popular Digital Marketing Channels
- Social Media Platform Effectiveness



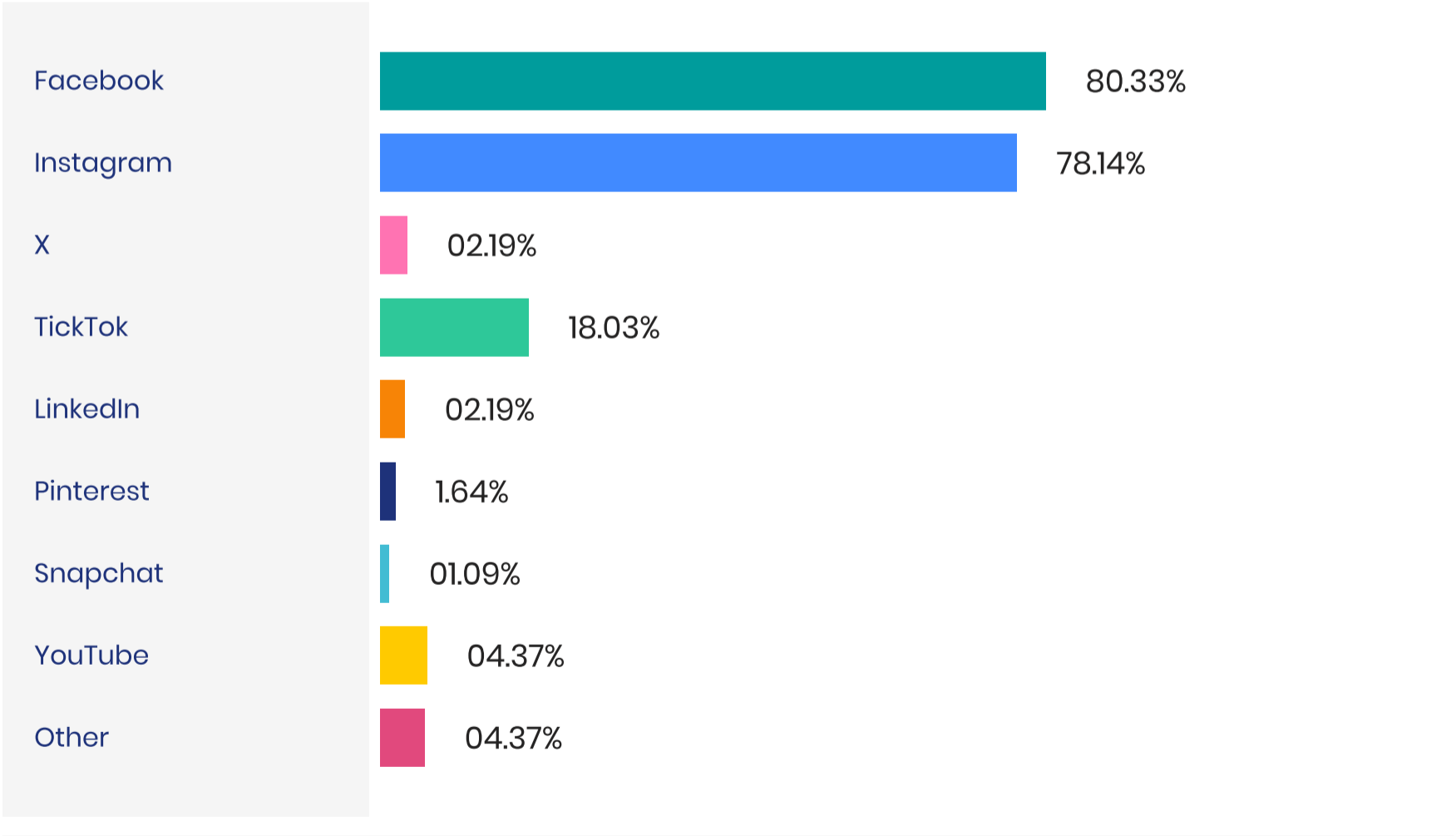
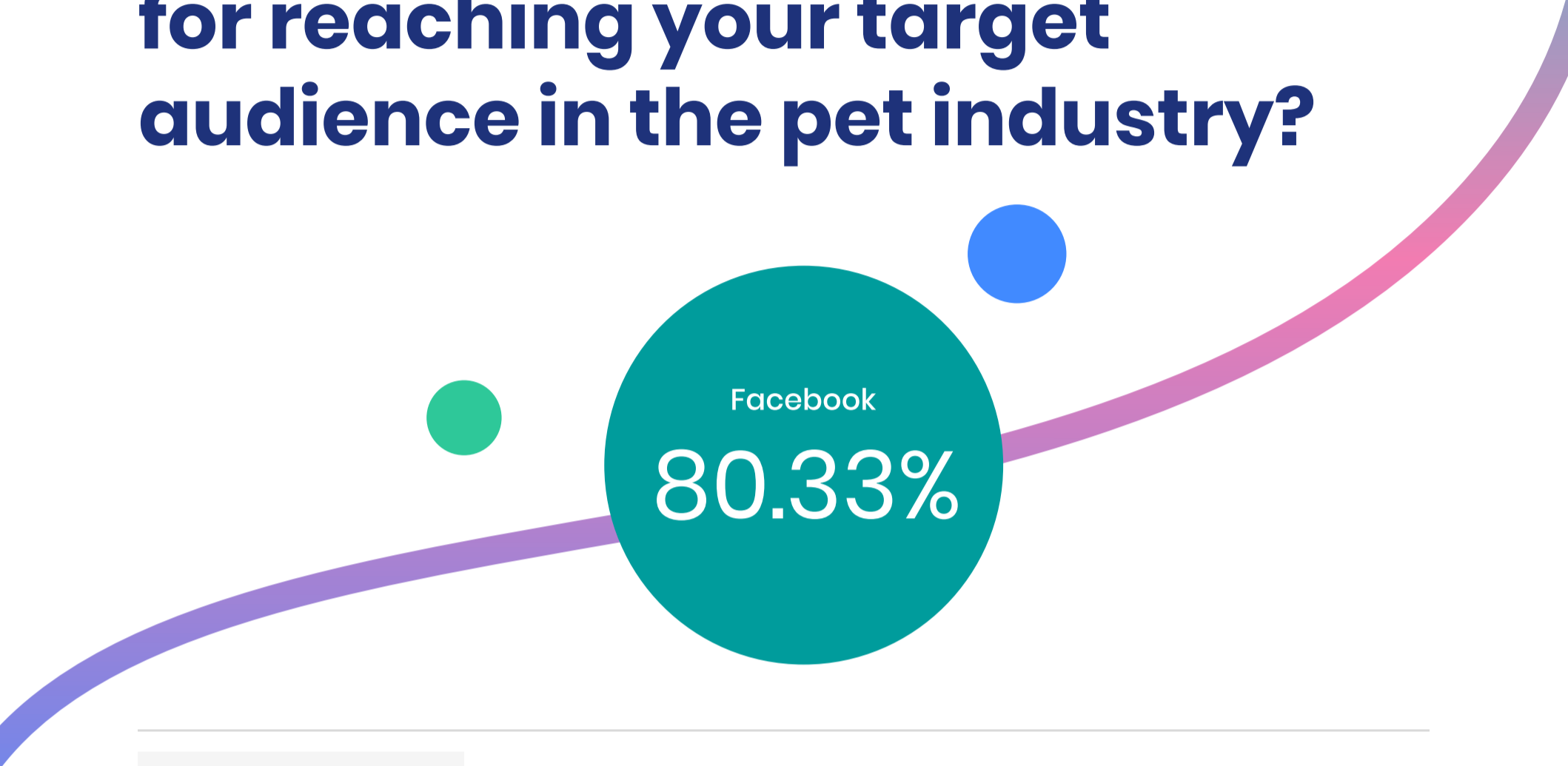
Digital Marketing Dominance

Digital marketing channels have become the go-to approach for pet companies



However, when it comes to driving customer engagement and conversions, social media advertising (84.09%) and social media marketing (56.25%) have proven to be the most effective channels.

Which social media platforms have you found most effective for reaching your target audience in the pet industry?



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

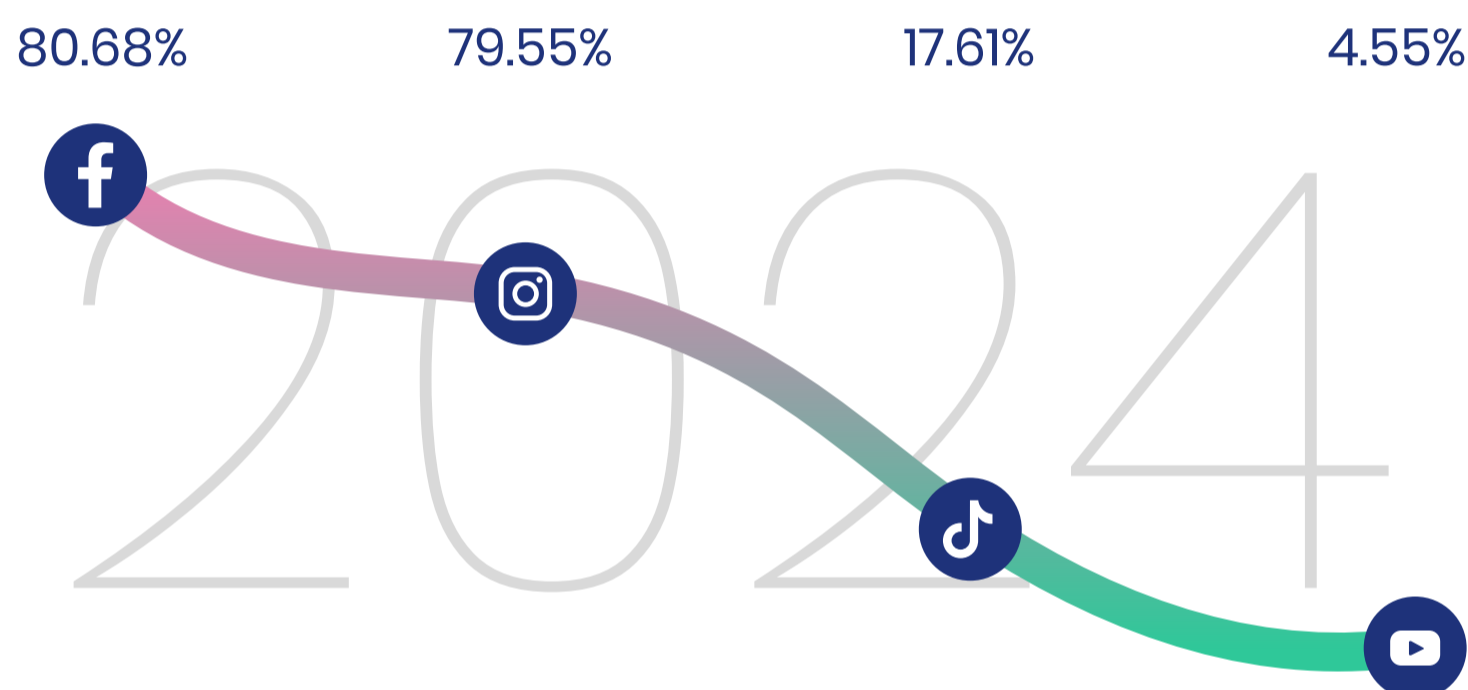
Emerging Trends and Technologies

- AI and Chatbot Implementation
- Voice Search Optimization
- Influencer Marketing Campaigns



Leveraging Emerging Trends and Platforms

To stay ahead of the curve, pet companies are embracing emerging trends and platforms. While voice search optimization and voice-enabled devices have been explored by a small percentage (2.26%) of respondents, influencer marketing campaigns targeting pet owners have been experimented with by 21.47% of pet companies in 2024, primarily on platforms like Instagram (48.15%) and Facebook (37.04%).

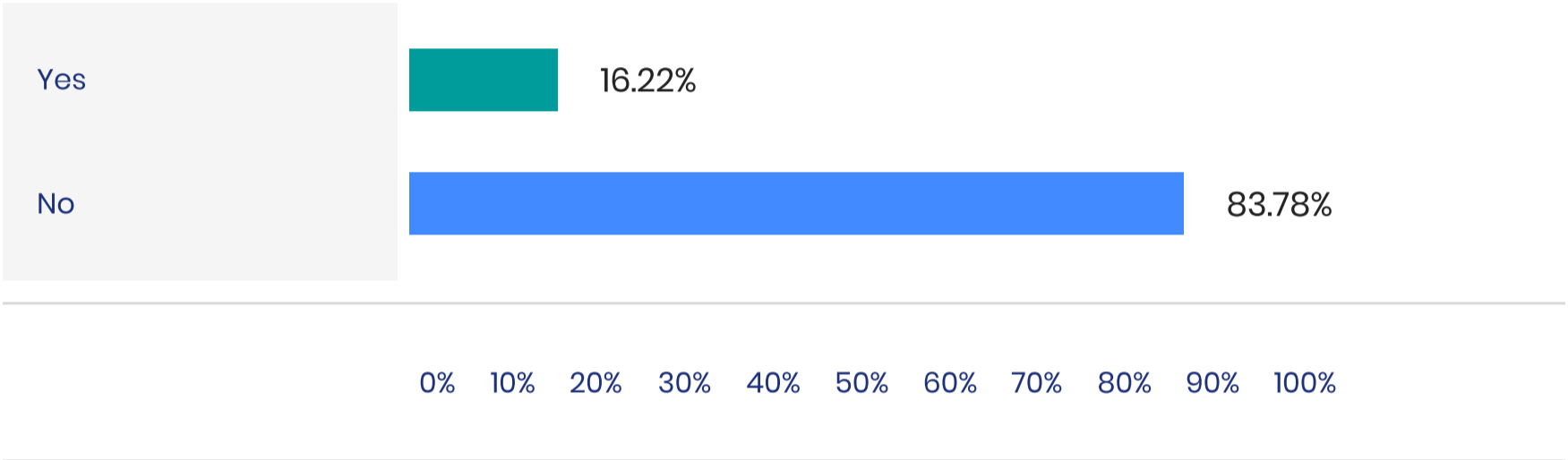


When it comes to social media platforms, Facebook (80.33%) and Instagram (78.14%) have proven to be the most effective for reaching the target audience in the pet industry, followed by TikTok (18.03%).

For content marketing, pet-related stories or narratives (56.18%), product demonstrations (39.33%), and user-generated content (38.76%) have resonated the most with audiences in 2024.



Have you implemented any artificial intelligence (AI) technologies or chatbots to enhance your digital marketing efforts in 2024?



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Integrate AI into your marketing to help personalize interactions, analyze data efficiently, and automate tasks. By adopting AI early into your marketing you will have a greater chance of targeting your adueinces more efficiency for faster growth.

Better ThinkingSM **Tips**

The majority of participants have yet to explore voice search optimization in their digital marketing strategies.

Research from [Statista](#) shows that the number of people using digital voice assistants is expected to continue growing.

Optimizing for voice search helps you reach more people than optimizing for text-based searches alone.

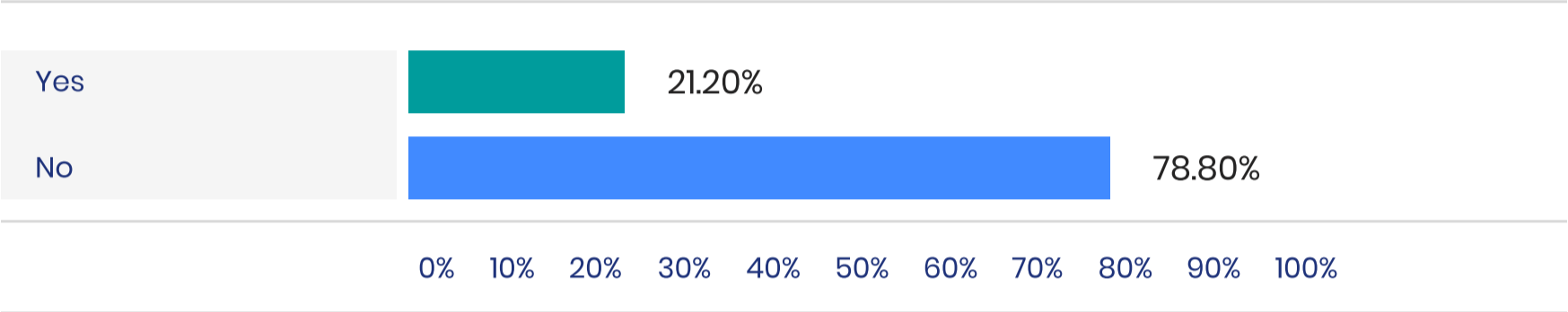
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Voice search optimization broadens your audience reach beyond text-based searches alone, leveraging the increasing use of digital voice assistants

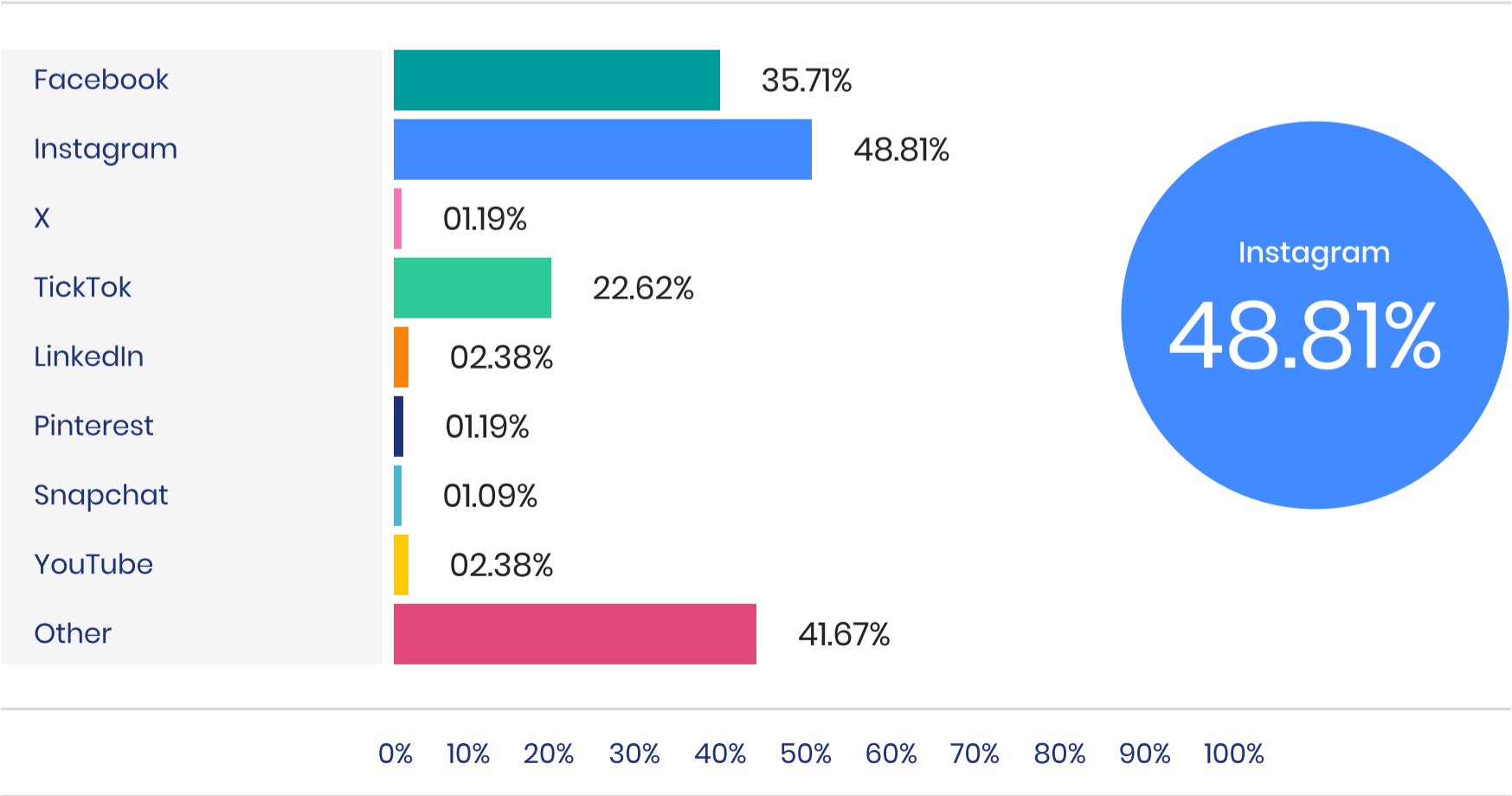
Better Thinking Tips SM

Have you experimented with influencer marketing campaigns targeting pet owners in 2024?

Collabstr reports that the market will grow 133% between 2020 and 2025, surpassing the growth of social ad spend.



Which social media platforms or channels have you primarily used for influencer marketing?

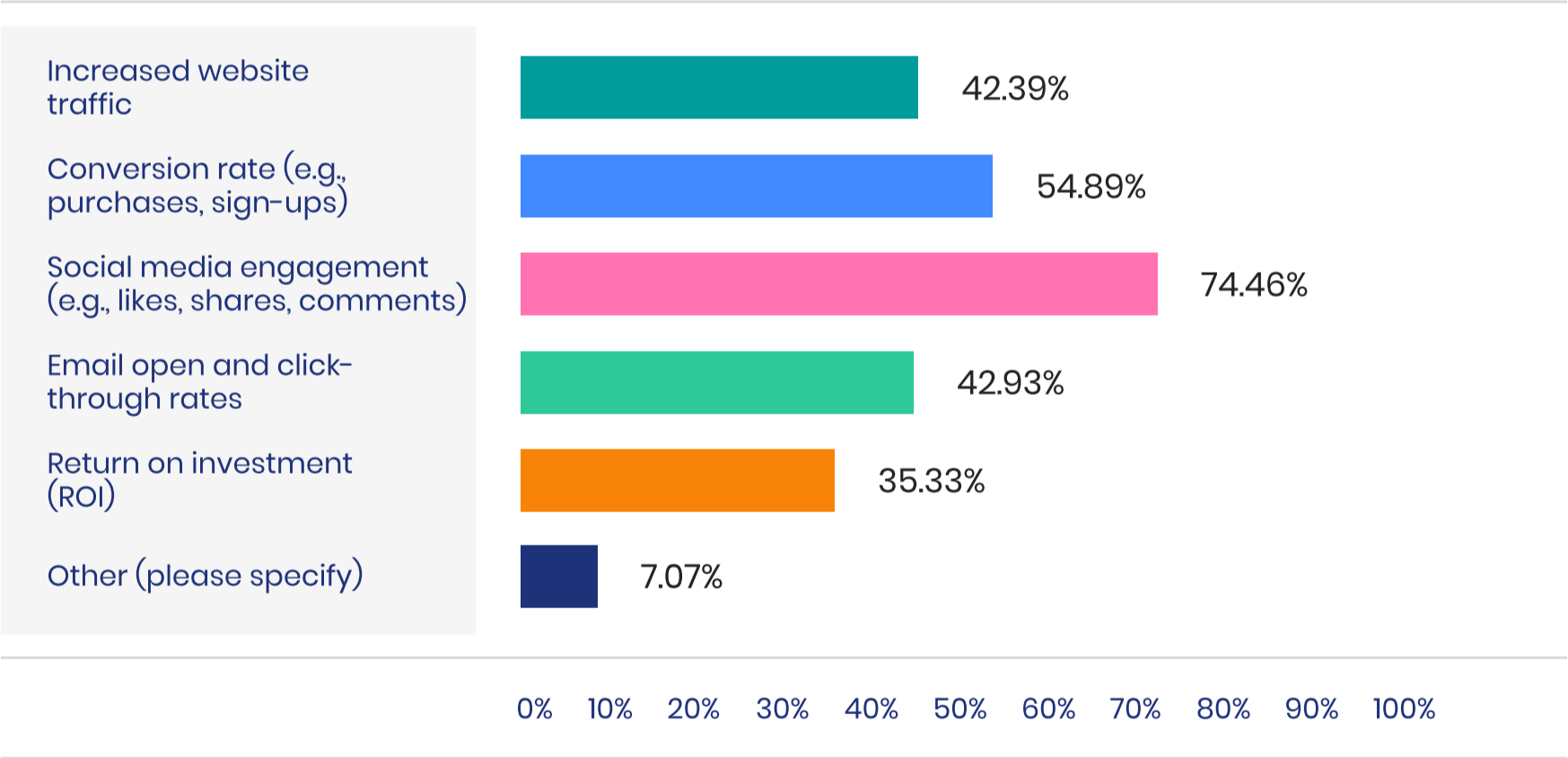
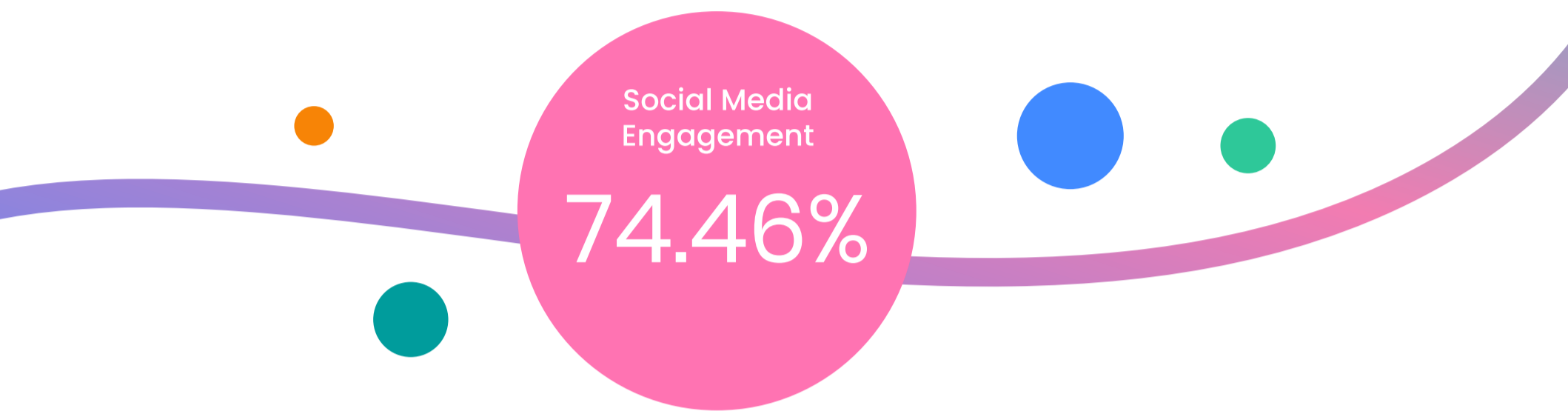


Measurement and Analysis

- Key Performance Indicators (KPIs)
- Tools for Tracking Marketing Success



How do you measure the success of your digital marketing campaigns?

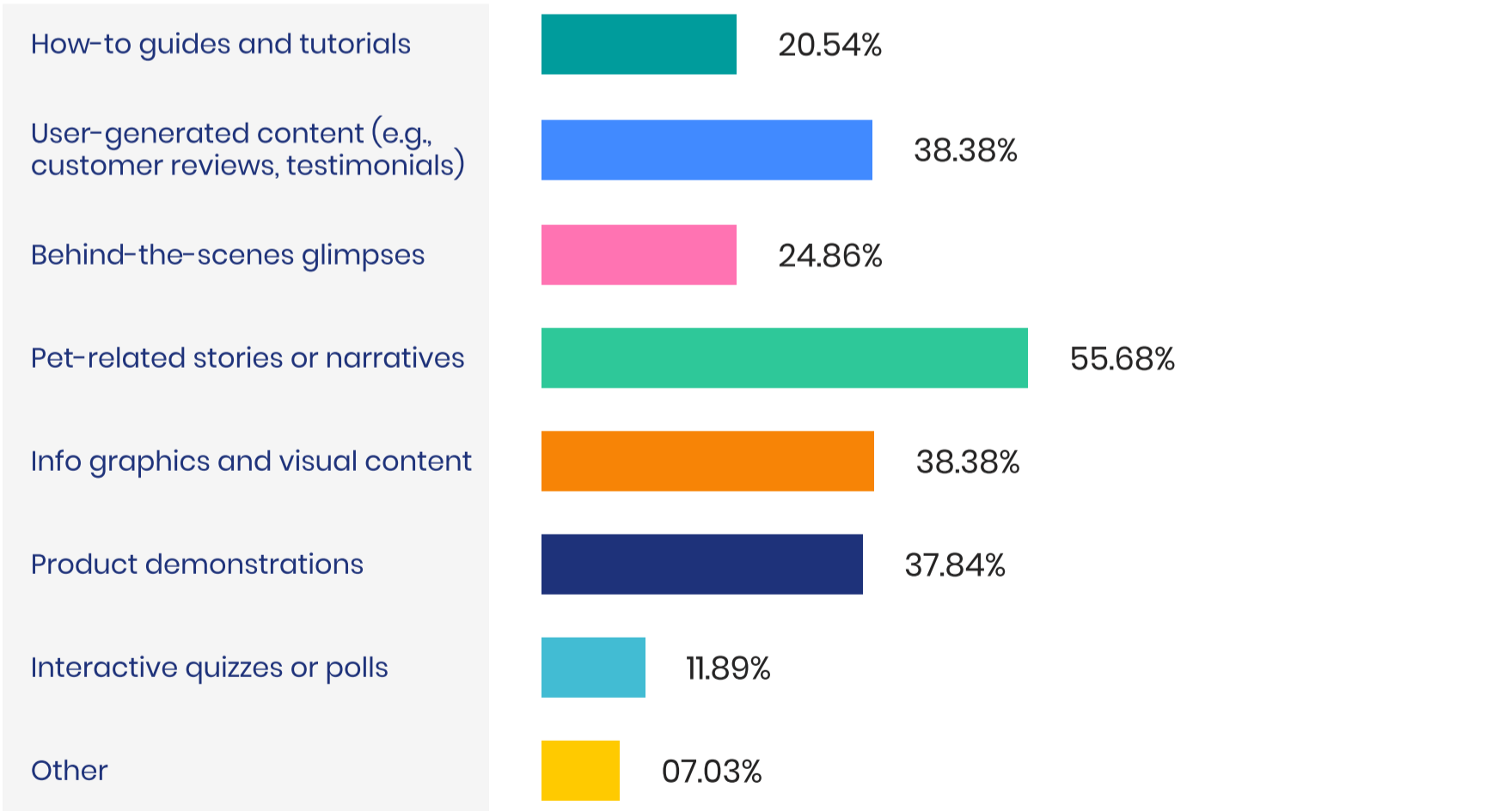
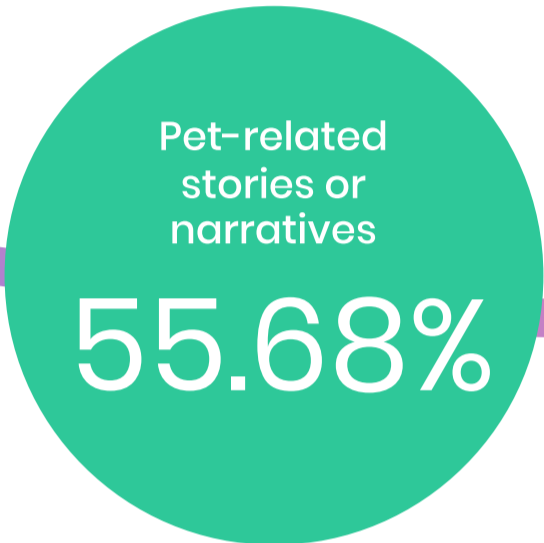
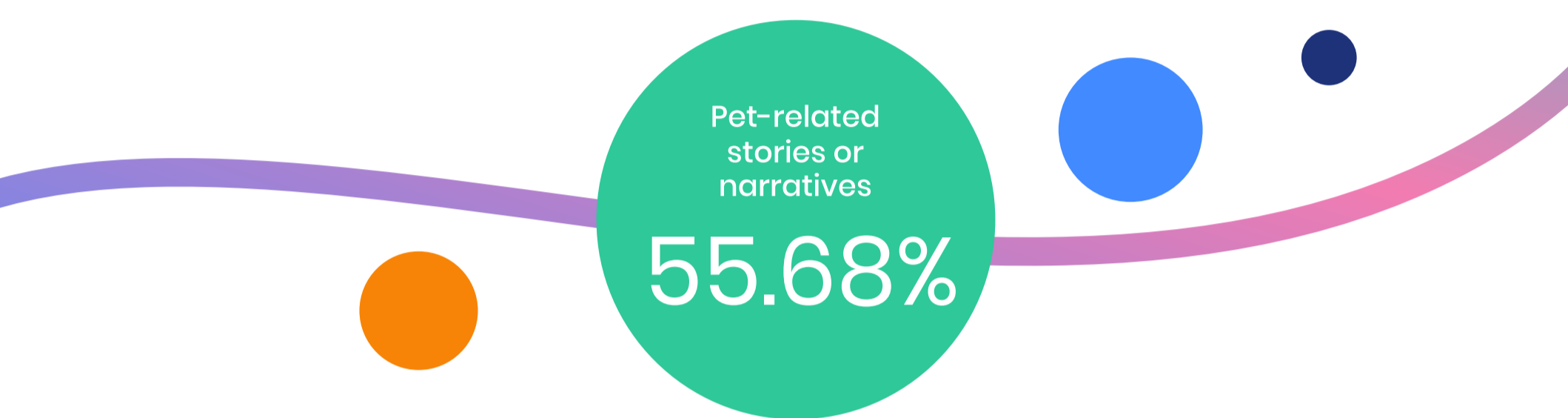


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Regularly tracking KPIs in digital marketing using tools such as Google Analytics, HubSpot, HotJar, and others is essential to optimizing campaign performance and clearly demonstrating your return on investment (ROI).

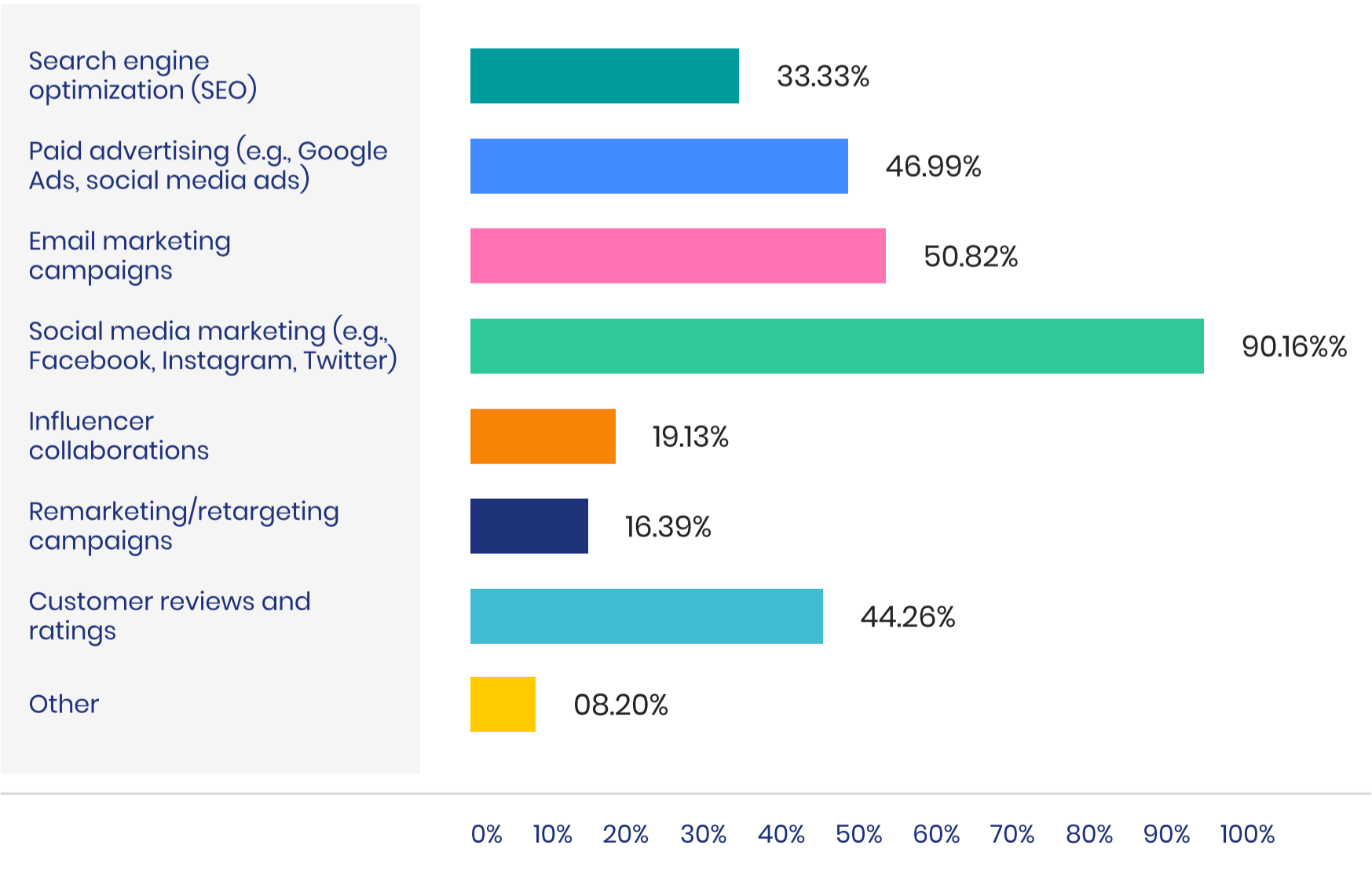
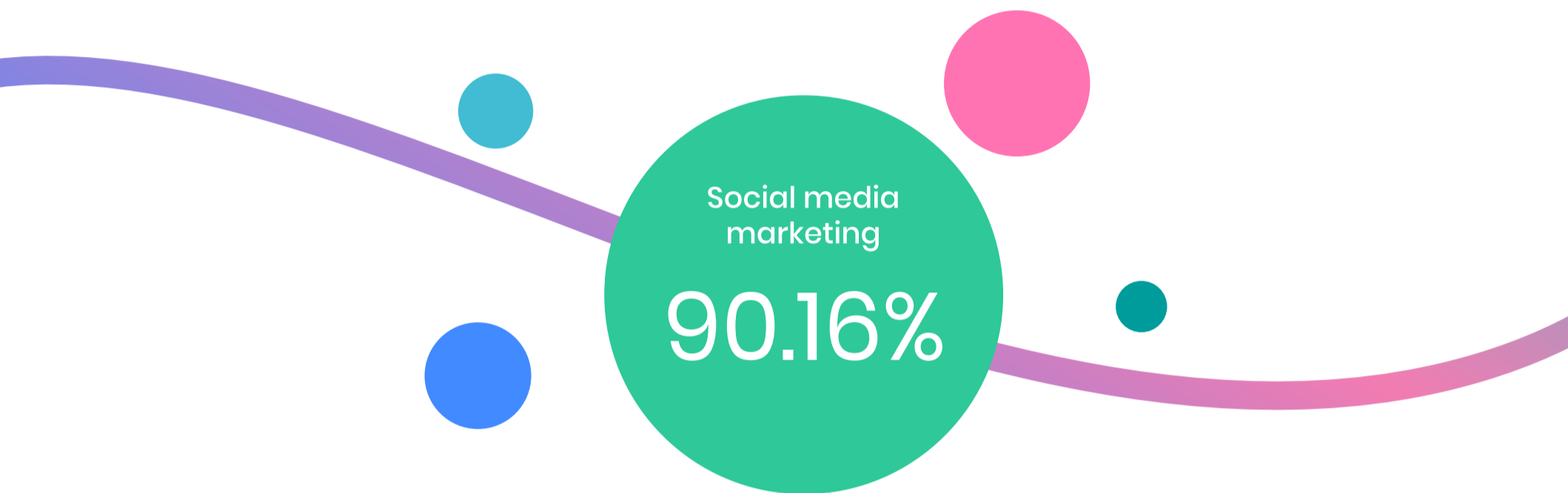
Better Thinking Tips SM

In terms of content marketing, which type of content has resonated the most with your audience in 2024?



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What marketing strategies have you employed to promote your pet products/services in 2024?

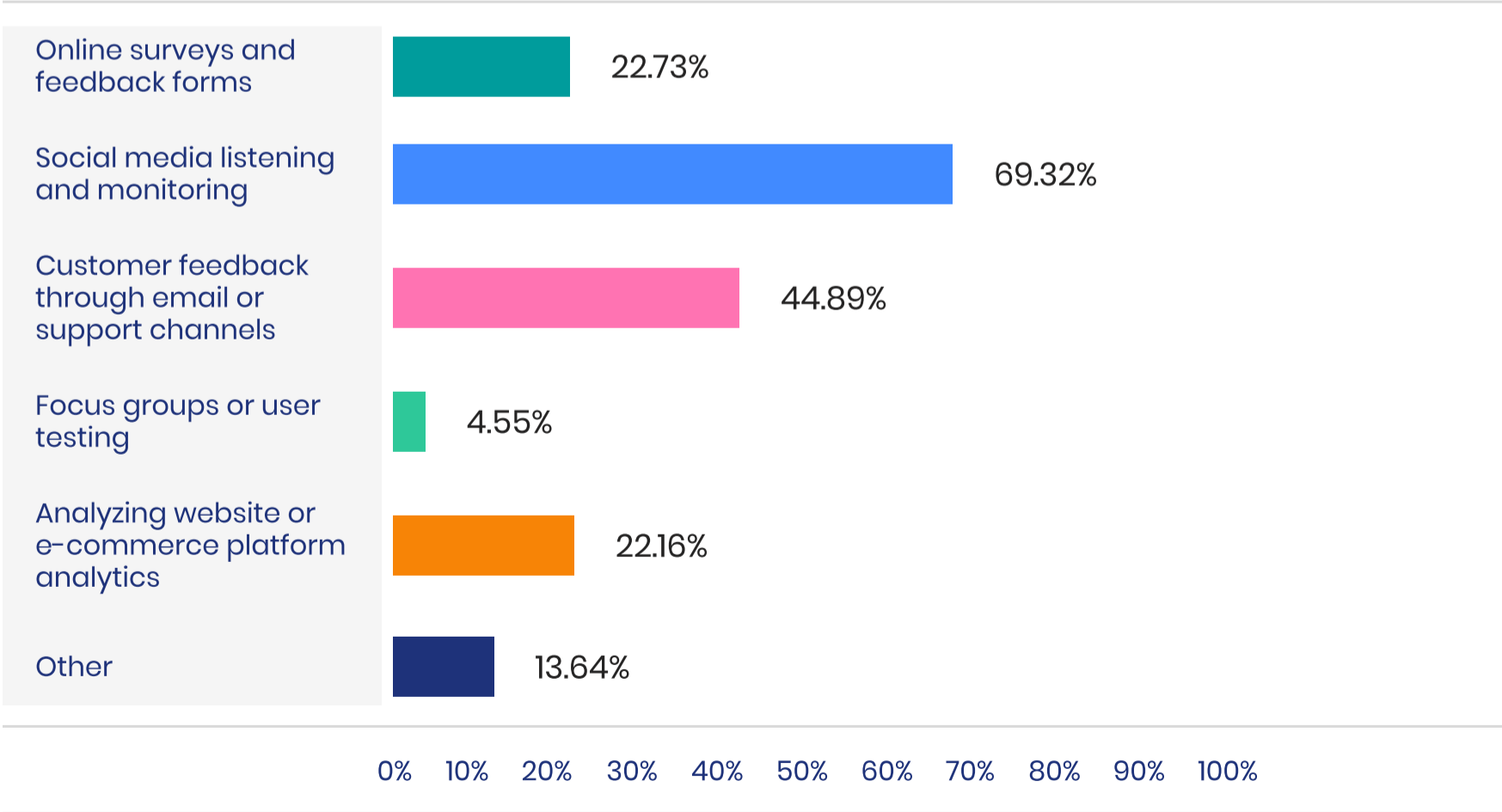
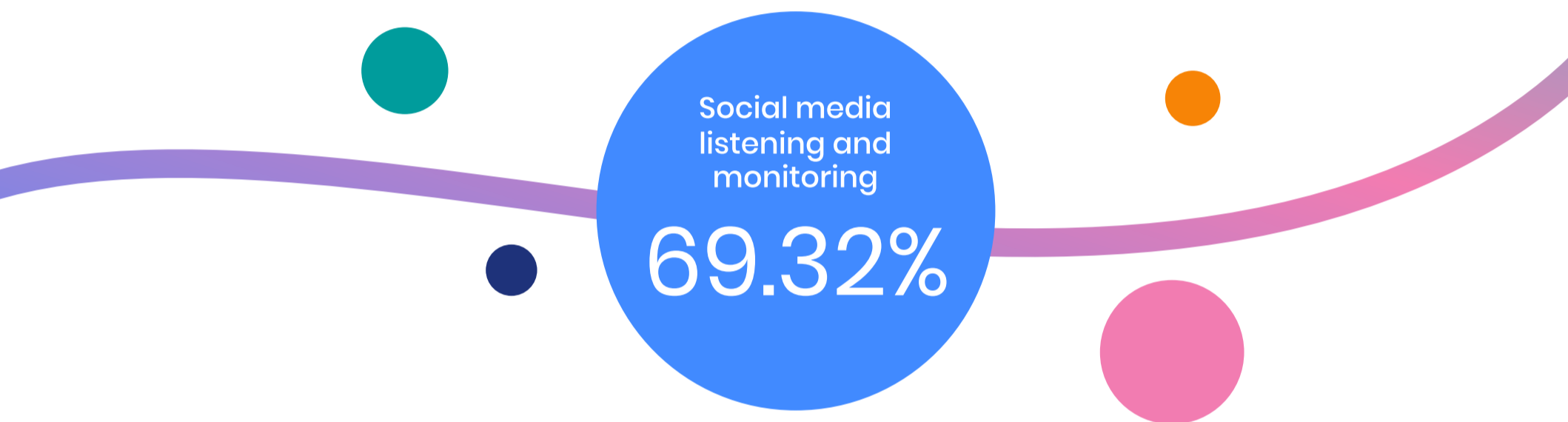


Future Outlook and Recommendations

- Adapting to New Technologies
- In-house vs. Agency Marketing Approaches
- Strategies for Future-Proofing Marketing Efforts



How do you currently engage with your target audience and pet owners to gather feedback and insights for your marketing strategies?



Elevate Your Marketing Strategies

2024 Survey Recap

The pet industry is experiencing remarkable growth, with projections reaching \$500 billion globally by 2030. This surge presents incredible opportunities for pet businesses to thrive and expand. Here are the key insights from this year's survey to help companies navigate this booming market. The survey highlights the need for agility and adaptability in marketing strategies to resonate with tech-savvy pet owners.

- **Digital dominance:** Social media marketing on platforms like Facebook and Instagram is crucial for reaching pet owners, boosting brand awareness, and engagement.
- **Content is king:** Pet-related stories, product demos, and user-generated content create emotional connections with customers.
- **Personalization matters:** Tailoring messages using customer insights from social media listening, surveys, and analytics can dramatically improve campaign effectiveness.
- **Emerging technologies:** While adoption is still low, AI, chatbots, and voice search optimization offer exciting possibilities for enhancing customer experiences and streamlining marketing efforts.
- **Influencer partnerships:** Collaborating with pet influencers, especially on Instagram, can help reach new audiences and build trust.
- **Measurement is key:** Tracking KPIs like social media engagement, conversion rates, and ROI is essential for optimizing strategies and demonstrating value.

The pet industry's growth trajectory offers immense potential for businesses ready to adapt and innovate. By leveraging these insights – embracing digital channels, creating engaging content, personalizing experiences, exploring new technologies, and measuring results – pet companies can position themselves for success in this thriving market. Remember, the most successful businesses will be those that stay agile, continually learn from their customers, and aren't afraid to experiment with new marketing approaches. With these strategies, you're well-equipped to grow your pet business and make a lasting impact in this dynamic industry.

MARKETING TAILS

PODCAST BY
MARK BEVINGTON



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