



# COVID-19 Impact on Millennial Dog Parents

Survey by **Kabo**\* and **tap** research



Due to the pandemic, there has been an increase in online shopping of pet food.

## Millennials

## Baby Boomers



**88% increase** in online shopping

**55% increase** in online shopping



Pet stores have seen a slight decrease in purchase activity as well.

## Millennials

## Baby Boomers



**18% decrease** in pet store purchases

**10% decrease** in pet store purchases

Why people are choosing to purchase dog food online...

## Millennials

## Baby Boomers

**Safety**  
(Stay at home)



57%

38%

**Convenience**  
(Delivery)



26%

38%

**Cheaper**  
(Better prices online)



10%

**Availability**  
(Couldn't get food anywhere else)



6%

24%

