2023 eCommerce Guide

Pet Care Benchmarks and Insights

From the MikMak Shopping Index

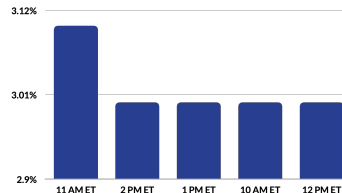**MikMak**

Instagram x amazon
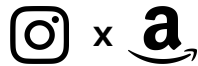
Category Benchmark:

3.2% Purchase Intent Rate

Top 5 Hours for Online Pet Care Purchases (by Purchase Intent Rate)

3.12%

3.01%

2.9%

11 AM ET   2 PM ET   1 PM ET   10 AM ET   12 PM ET

Pet Care eCommerce will continue to grow rapidly

Category Benchmark:

3.2% Purchase Intent Rate

According to Insider Intelligence, nearly half of all US Pet Care product sales will be made online by 2025

Meta x Amazon is the top performing channel/retailer mix for Pet Care shoppers

The average Pet Care shopper has a cart size of 5.4 items.

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Meta channels lead social commerce for Pet Care brands

Right now, Instagram and Facebook yield the highest Purchase Intent Rate (PI Rate)* for Pet Care products, both at 5.0 percent (1.6 x the category benchmark), meaning shoppers are most likely to continue to purchase from shoppable media running on Meta channels.

Following Meta, TikTok has a PI Rate of 2.9, just under the category benchmark. Youtube, Pinterest, and Twitter follow at 2.7, 1.9, and 1.6 percent, respectively.

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Pet Care Product Purchase Intent Rate by Social Channel

Category Benchmark: 3.2

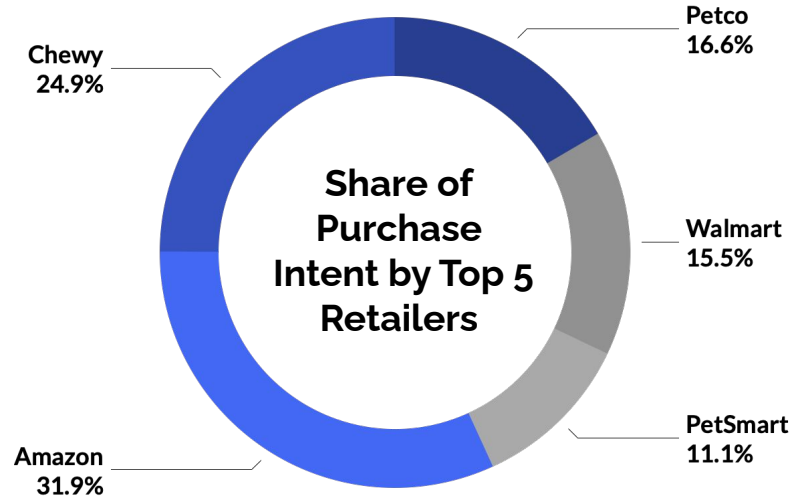|					
Instagram	Facebook	TikTok	YouTube	Pinterest	Twitter

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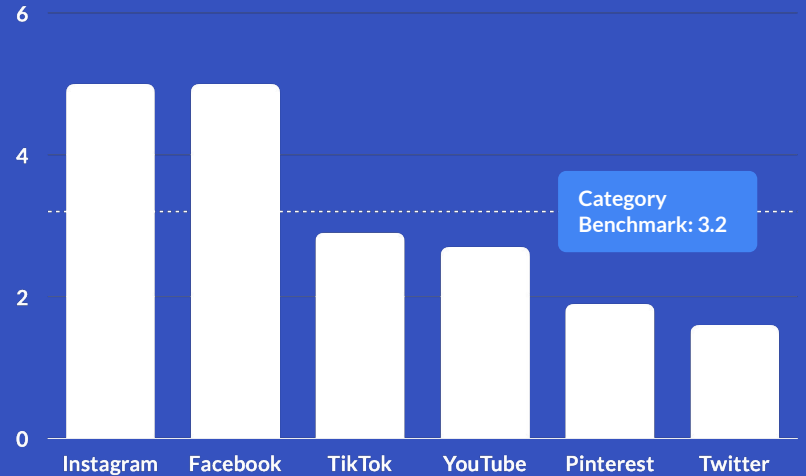
*Purchase Intent Rate:

The percentage of shoppers who clicked through to at least one retailer.

Many consumers are loyal to specialty Pet Care retailers

Wherever your consumers are engaging, be sure your media and brand website drive them to the retailers where they prefer to check out. Right now, among the Top 5 Pet Care retailers, Amazon is the one driving the most in-market traffic with 31.9 percent of Purchase Intent Clicks*.

Specialty Pet Care retailer, Chewy, is second with 24.9 percent. According to eMarketer, the retailer's "autoship" functionality, which sends products to consumers on a specific cadence, has allowed consumers to remain loyal to buying the same brands from Chewy on a regular basis. As of Q4 2022, Chewy's autoship program represented 73.3 percent of the company's net sales, growing from 70.6 percent in 2021.

Closely following Chewy is other specialty Pet Care retailer, Petco at 16.6 percent. Walmart and PetSmart round out the top 5 retailers at 15.5 percent and 11.1 percent, respectively.

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Share of Purchase Intent by Top 5 Retailers

Chewy 24.9%

Petco 16.6%

Walmart 15.5%

PetSmart 11.1%

Amazon 31.9%

*Purchase Intent Clicks:

The number of times a shopper has clicked through to at least one retailer during a single session.

Cat Litter is the top Pet Care product right now

Top 5 Products by Type (Based on Sales)

1. Cat Litter

2. Chicken-flavored Cat Food (13.5 lb bag)

3. Chicken-flavored Cat Food (3.15 lb bag)

4. Enalapril Maleate Tablets for Dogs

5. Carprofen Tablets for Dogs

Average Basket Size
5.4 items

When looking at basket-level data, the MikMak Shopping Index shows that the average Pet Care cart contains 5.4 items.

What's in those carts? Cat Litter, Chicken-flavored cat food, and medication for dogs are among the top products being purchased on the MikMak Platform right now.
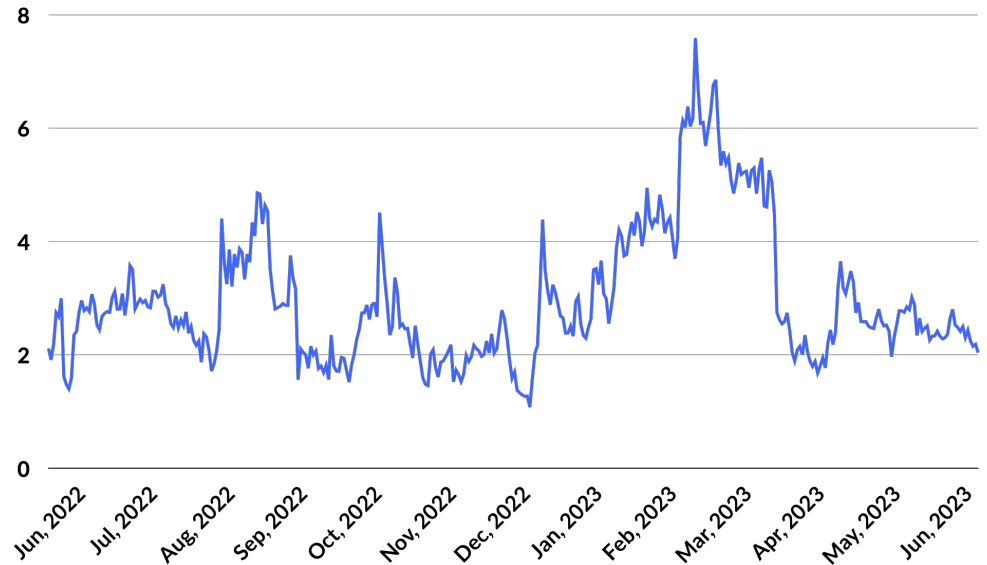
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Pet Care shoppers are most likely to buy in springtime, mid-week, and in the late morning

When looking at the past year, Purchase Intent Rates for Pet Care Products reach highs in March and April, with a clear demand peak the first week of March, 2023 at 7.6 percent (2.4 x the category benchmark). Seeing an increase in Purchase Intent in the spring could be partially due to flea and tick season being during this time.
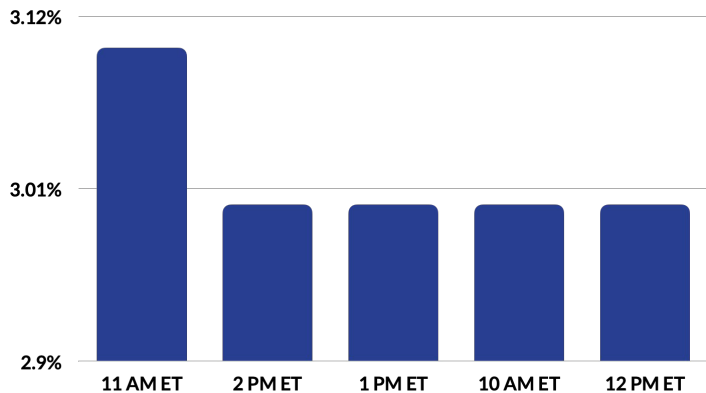
Online Pet Care shoppers are most likely to purchase Wednesday, Thursday, or Tuesday, which all have PI rates of 3 percent., However, Wednesday and Sunday see the most in-market traffic from online Pet Care shoppers, with 14.6 percent of Purchase Intent Clicks.

Looking at the time of day, Pet Care shoppers are likely to purchase at 11 AM ET, which yields a 3.1 percent Purchase Intent Rate.
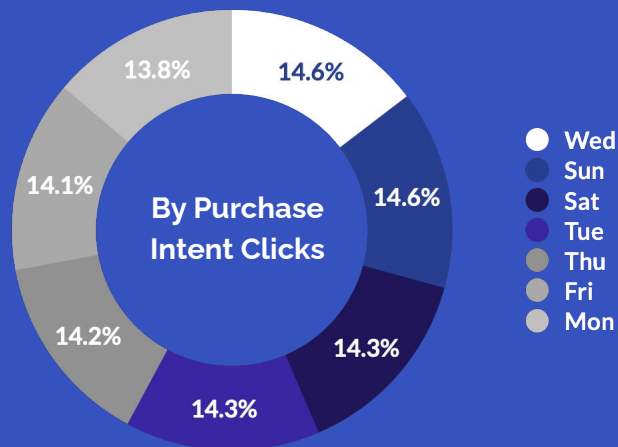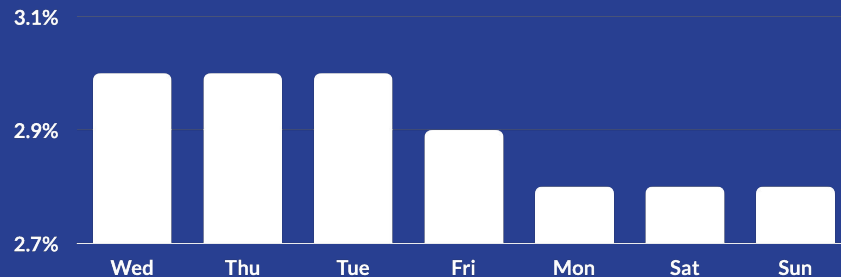
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Purchase Intent Rates for Pet Care, Past Year

Pet Care Benchmarks and Insights

Top 5 Hours for Online Pet Care Purchases (by Purchase Intent Rate)

3.12%	
3.01%	
2.9%	

11 AM ET | 2 PM ET | 1 PM ET | 10 AM ET | 12 PM ET

Top Days of the Week for Pet Care eCommerce

By Purchase Intent Rate

3.1%	
2.9%	
2.7%	

Wed | Thu | Tue | Fri | Mon | Sat | Sun

By Purchase Intent Clicks

14.6%
13.8%
14.6%
14.1%
14.3%
14.2%
14.3%

- Wed
- Sun
- Sat
- Tue
- Thu
- Fri
- Mon

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What makes effective eCommerce ads?

What do many of the top-performing Pet Care eCommerce ads have in common? Let's take a closer look and find out:

- **Bold, eye-catching creative** that visually stands out

- **Product first**, showcasing both the product and its value right away

- **A clear call to action entices customers**. Include bold links with simple text such as "Buy Now" or "Check Out".

- **Flexible checkout** that allows shoppers to switch between in store and online

- **Optimize your content** with MikMak to allow consumers to find your product locally

- **Don't be afraid to try out different formats.** Livestreaming, QR codes, and OTT advertising could all drive success for eCommerce Pet Care brands

- **Enable shoppable options on your brand website** to promote brand awareness and offer additional checkout and fulfillment options for shoppers.

Enable eCommerce capabilities like shoppable media

Using MikMak Commerce, a leading Pet Care brand enabled multi-retailer checkout across a variety of paid media; and leveraged MikMak Insights to quickly identify high performing platforms for one of its key product lines to optimize their media mix, resulting in:

- **3.7x Higher purchase intent rate** for a key product line than other products in portfolio

- **27.9% Purchase intent rate** on FB/IG, much higher than Google Display Network and Cluep

- **93%** Of key product line ads since March have run on FB/IG giving them more effective marketing
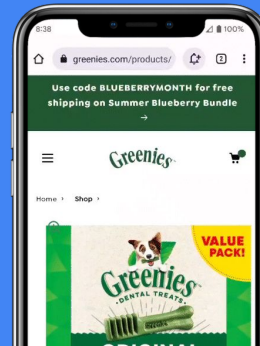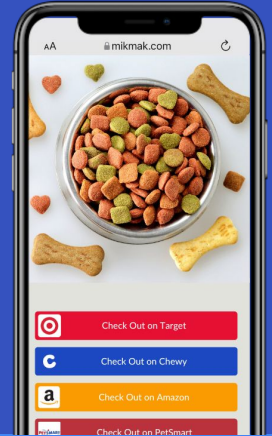
Mars Pet Care uses MikMak Commerce for Brand.com on their Greenies brand website to allow shoppers to find and buy products at local retailers.

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Your eCommerce Marketing Checklist

So you've got the insights, now what? Here's a list to help you design and optimize your eCommerce marketing initiatives for 2023.

1. **Get the basics down.** Are Amazon, Chewy, Petco, Walmart, and PetSmart in your check-out options?

2. **Develop more nuanced insights for consumer relevance.** Is your brand's website utilizing multi retailer checkout? Which channels are part of their shopping journey? Add the channels and retailers that resonate with your consumers to the mix. Can this expand to new formats like livestream and CTV?

3. **Explore growth opportunities.** Check your performance against category (and subcategory!) benchmarks to see how you stack up against the competition. A/B test creative and messaging to see if purchase intent increases.

Want to learn more? **MikMak can help you get started!**

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BRAVE COMMERCE
WITH RACHEL TIPOGRAPH & SARAH HOFSTETTER

Listen Now

Petco CMO Tariq Hassan on keeping up with changing consumer trends in eCommerce

All data and insights within this report are sourced from the MikMak Shopping Index.

The MikMak Shopping Index was developed to provide a standardized set of metrics, methodology, and benchmarks to help drive brands' business results and strategy. It is a collection of key eCommerce KPIs collected across hundreds of brands and over 250 channels and more than 3,000 retailer integrations to understand consumer online shopping behavior. The Index also includes data from MikMak Shopper Intelligence, which ties first-party eCommerce data to 1,000+ demographic and psychographic data points and can be segmented by product, retailer, and more. Shopper Intelligence is available through an industry-exclusive partnership with LiveRamp.

Data in this report is from June 25, 2022 - June 25, 2023

Let's chat!

Want to get even more insights?
Contact **marketing@mikmak.com**!