

Life's Abundance Presents:

# 4

## PET TRENDS TO LOOK FOR IN

# 2019



### smart tech



As our homes and lives get smarter and more connected, so do our pets! Top pet tech categories include:



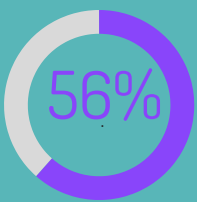
cameras



fitness trackers



smart toys



56% of pet owners have a piece of technology specifically for their pets!

### alternative health



As CBD oil gains popularity across the nation, pet owners are asking, "Can this help my pet?" Look for more research into the science behind the trend as interest increases!



Acupuncture, massage, chiropractic care, and laser therapy are all also on the rise in the pet space.

### special diet



Lots of people have very specific diet rules they follow: maybe it's organic, raw, or paleo. Many of these owners look for the equivalent diet for their pets. Look for specialized diet recommendations to continue to be in demand!

#### HOW DOES THIS FIT IN WITH THE SMART TECH SPACE?

Pet owners are moving further away from in-store pet purchases and looking to convenient home delivery options. Convenience and quality are the name of the game!



### emotional health



It's a fact! Pets have rich emotional lives. As we better understand the effect of stress on their lives, pet owners are putting more effort into providing enrichment, reducing stress, and improving their daily lives.

#### WHAT DOES THIS LOOK LIKE IN TODAY'S HOMES?



fear-free vet clinics



more use of dog and cat sitters



puzzle feeders to reduce boredom



using apps to find help quickly

While technology has improved in leaps and bounds, one thing hasn't changed: the commitment people have to their pets. Thank you for letting us be a part of your pets' lives! We wish you all a wonderful 2019!