

ELEVATING PET CARE: NAVIGATING MULTICULTURAL PET OWNERSHIP DYNAMICS & SPENDING

4 in 10 MULTICULTURAL
HOUSEHOLDS
OWN PETS

Out of Multicultural households with pets, **78% own dogs**

Since 2021, cat ownership among Multicultural households has increased by nearly 20% from 31% to 37% in 2023

74% OF MULTICULTURAL PET OWNERS BELIEVE THEIR PETS SHOULD BE PAMPERED

1 IN 3 MULTICULTURAL PET OWNERS CONSIDER BRAND NAME THE LEADING INDICATOR OF PRODUCT QUALITY

MC PET OWNERS
#1 DRY CAT
FOOD BRAND



MC PET OWNERS
#1 WET CAT
FOOD BRAND



MULTICULTURAL PET OWNERS ARE 22% MORE LIKELY THAN WHITE NON-HISPANICS TO HAVE GIVEN THEIR DOGS WET/ CANNED FOOD IN THE LAST 6 MONTHS.

Although the majority of pet owners typically feed their pets dry food, this could be a strong indicator that MC pet owners are more willing to spend more on premium food for their pets. **Wet pet food can cost up to 5x more than dry food.**

MC PET OWNERS
#1 DRY & WET
DOG FOOD BRAND



MULTICULTURAL PET OWNERS ARE 1.5x MORE LIKELY TO HAVE PET INSURANCE THAN WHITE NON-HISPANICS

This saves money long-term. As of 2022, 42% of ALL pet owners say an unexpected vet bill of \$999 or less would put them into debt.

Read full article at
[Santiago.Solutions.Group](https://www.ssg.com)

Sources:
MRI Simmons USA Summer 2023
Forbes '42% Of Pet Owners Can't Cover A Surprise Vet Bill Amid Inflation'
Tufts University 'Expensive eats? Comparing the costs of different types of dog food'
Joybird 'Spoiled Pets'

