With all the information channels available, where do consumers learn about new pet products? Where can manufacturers hope to get the greatest attention for their innovations?

Consumers consult multiple sources, both traditional and online. However, recent data suggests greater reliance on internet sources.

**HOW ARE PEOPLE BECOMING AWARE OF NEW PET PRODUCTS?**

Across generations, in-store browsing has declined while use of internet sources increased since 2018, although Gen Z and Millennials are still more likely to utilize the internet.

Despite the decline of in-store browsing, human input is still a critical source of new pet product awareness, whether it be friends/family, store personnel or veterinarians.

**USING INTERNET SOURCES TO DISCOVER NEW PET PRODUCTS**

While the internet as a discovery tool has increased across generations, the specific sources/sites used vary greatly between younger consumers vs. older consumers.

Younger consumers turn to social media sites like YouTube, Instagram, TikTok and Twitter, while over half of Millennials and Gen X rely on Facebook. Older consumers prefer retailer and product websites.

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**Awareness via Internet**

- **Gen Z**: 81%
- **Millennials**: 67%
- **Gen X**: 60%
- **Boomers**: 48%

**Reliance on Human Input**

- **Gen Z**: 54%
- **Millennials**: 60%
- **Gen X**: 58%
- **Boomers**: 56%

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**YouTube**

- **Gen Z**: 58%
- **Millennials**: 34%
- **Gen X**: 26%
- **Boomers**: 25%

**Instagram**

- **Gen Z**: 40%
- **Millennials**: 27%
- **Gen X**: 30%
- **Boomers**: 31%

**TikTok**

- **Gen Z**: 34%
- **Millennials**: 8%
- **Gen X**: 6%
- **Boomers**: 5%

**Facebook**

- **Gen Z**: 30%
- **Millennials**: 22%
- **Gen X**: 18%
- **Boomers**: 14%

**Retailer Website**

- **Gen Z**: 26%
- **Millennials**: 42%
- **Gen X**: 31%
- **Boomers**: 45%

**Pet Product Company Website**

- **Gen Z**: 42%
- **Millennials**: 34%
- **Gen X**: 41%
- **Boomers**: 25%

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**Internet vs. In-Store**

- **Gen Z**: 67% vs. 60%
- **Millennials**: 54% vs. 56%
- **Gen X**: 48% vs. 58%
- **Boomers**: 38% vs. 60%