



Pet CBD Pupdate

Consumer & Channel Opportunities in 2021



BRIGHTFIELD GROUP

Introduction

Pet CBD turned out to be more than a passing fad. Consumers spent \$426 million on pet CBD in 2020, and we expect it to reach \$629 million in sales by the end of 2021. The pet CBD industry looks different since our last Pet CBD Consumer Insights report.

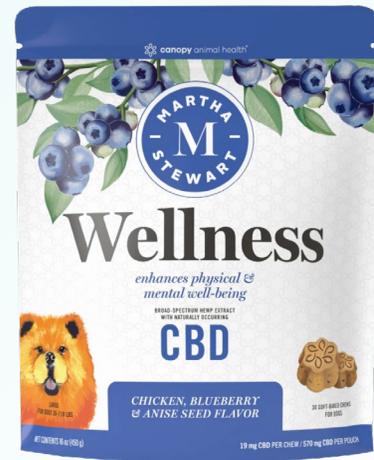
Dozens of prominent CBD brands have developed pet products in the last year, giving consumers more access and options for purchasing. Looking at all CBD consumers, 28%* who have pets report administering CBD to their pets. The category has been popular online too—we've seen hundreds of articles citing our Pet CBD Market Forecast. The conversation keeps going with articles on newly released pet CBD lines, blogs providing product reviews, and even DIY CBD pet treat recipes. With all the buzz and more consumers getting into the category, we explore who the pet CBD buyer is in 2021.

Methodology:

The Pet CBD Consumer survey was fielded Q1 2021. The sample consists of 1,550 Pet Owners—1,025 are current CBD users and 525 are interested and open to CBD. Data is collected on an annual basis and is census-balanced on age, gender, and geography.



Pet Releaf:
CBD Hemp Oil



Martha Stewart CBD Wellness:
Soft Baked Chews



Charlotte's Web:
Canine Hemp Infused Balm

Who is Buying Pet CBD?

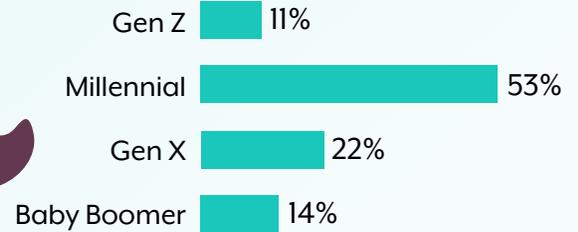
Pet CBD Buyer = A person that gives CBD to their pet

Typically use CBD themselves

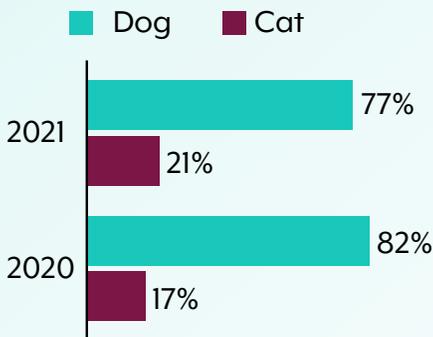
- **73% in 2021**, up from 58% in 2020.

Tend to be younger

Pet CBD Buyers by Generation

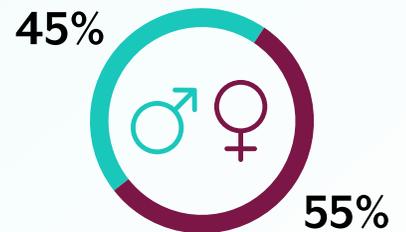


Mostly dogs but more cats than 2020

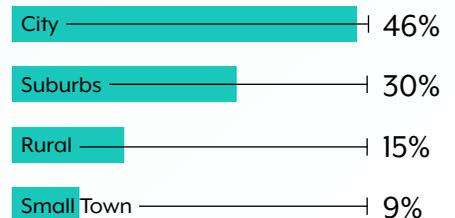


- Rabbit, Bird, Fish, Horse, & Reptile also receive pet CBD, but together make-up less than 3%.

Pet CBD Buyers skew slightly female



Tend to be urban dwellers



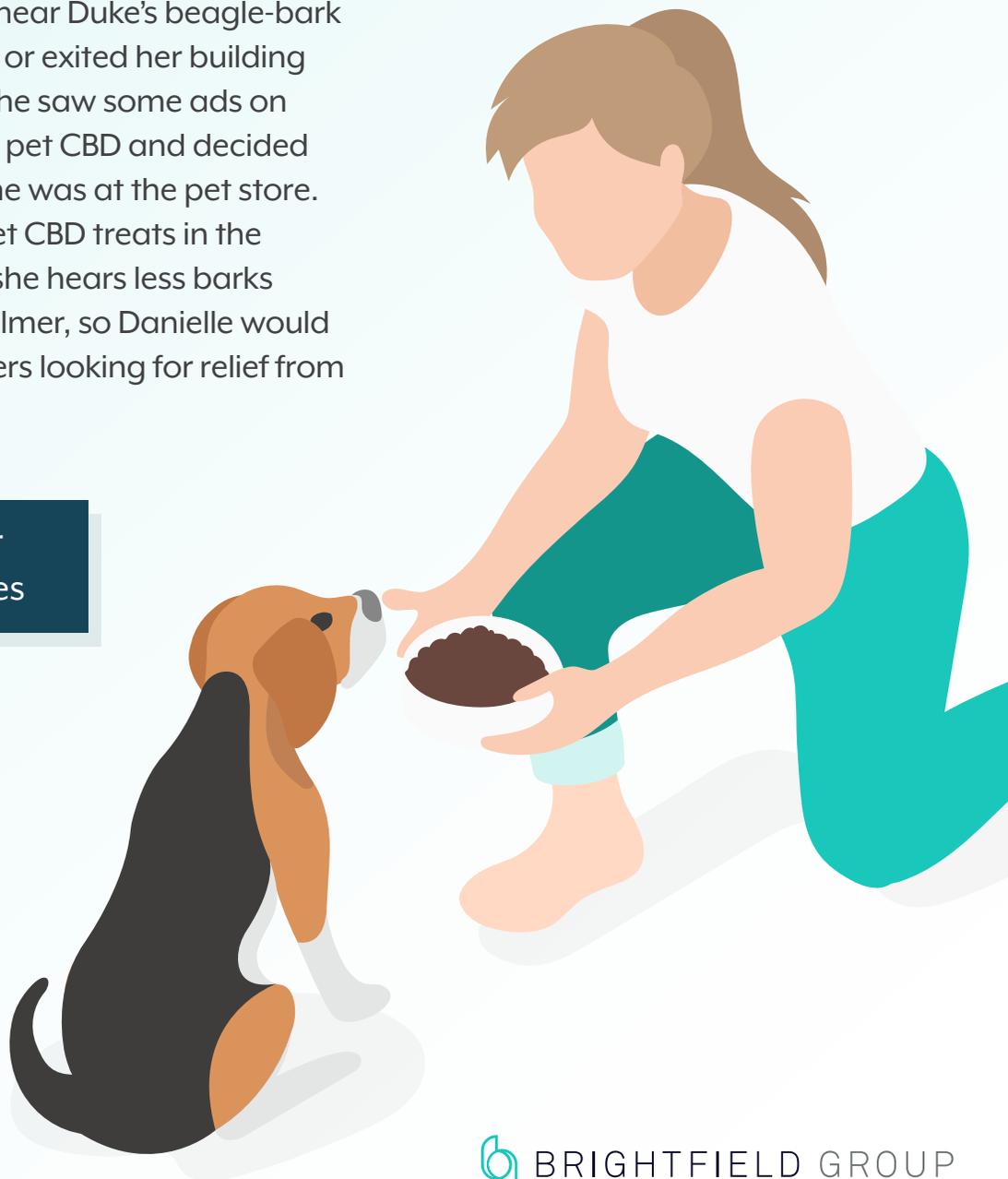
Pet Parent Profile

Brands need a clear picture of who the pet CBD buyer is to effectively market to them. For example, an ad showing a dog running through fields on a farm is not well-suited for an audience living in mostly cities and suburbs. Digging into the pet CBD buyer data, brands can craft a persona of their ideal customer and market to them accordingly. Here's an example.

Danielle is a 30 year old woman living in Baltimore with her dog Duke, a 2 year old Beagle. Living in an apartment, Danielle had to hear Duke's beagle-bark whenever someone entered or exited her building while working from home. She saw some ads on social media about calming pet CBD and decided to pick some up next time she was at the pet store. She has been giving Duke pet CBD treats in the morning for 6 months, and she hears less barks during the day. He seems calmer, so Danielle would recommend pet CBD to others looking for relief from a barking beagle.

[Click here](#) to see our
2020 Pet Parent Profiles

Danielle & Duke



Veterinarians on the Sidelines Despite Opportunity

Whether for humans or animals, products containing CBD are not allowed to be sold under the Federal Food, Drug, and Cosmetic Act. Veterinarians risk defying the FDA and their State Board of Veterinary Medical Examiners when they discuss possible benefits of CBD with pet parents. 70% of pet CBD buyers still discussed pet CBD with their veterinarian in 2021, and 85% received an enthusiastic response during the conversation with their vet! Veterinarians cannot bring up the topic of pet CBD, but they can enthusiastically express what CBD has done for other pets. Vets can discuss other pet parents experience and success with pet CBD.

The only exception is the State of Michigan which passed a law allowing veterinarians to consult on cannabis and CBD. Legislation like this will allow veterinary clinics to seize the opportunity of pet CBD. Currently, 5% of pet CBD buyers purchase it through a veterinarian, and 13% heard of CBD first from a vet or pet

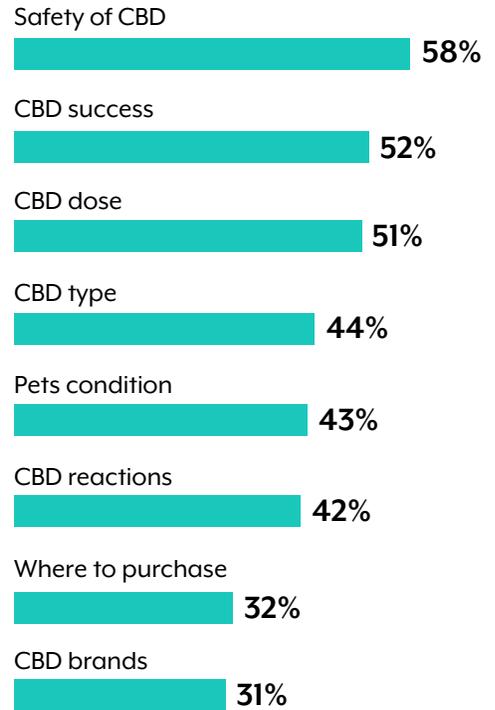
care worker. More states may pass similar legislation especially as the larger cannabis legalization conversation grows, providing pet CBD brands more acquisition channels for new consumers.



The number of consumers discussing CBD brands with their veterinarian more than doubled from 2020 to 2021. 31% of pet CBD buyers who've spoken with their vet about pet CBD report they discussed CBD brands. Veterinarians influence over pet CBD usage is becoming more significant, and pet CBD brands should take note.

Our data also explores *“interested”* pet CBD buyers—or pet parents who are considering trying pet CBD. Of this population, 21% say they would purchase pet CBD from a veterinarian. That's more than those who'd consider buying from a chain pet store or mass merchandiser! These consumers on the edge of purchasing want a more formal, trusted channel like the vet's office to purchase pet CBD from. Laws allowing vets to discuss CBD could trigger more entries in the pet CBD market.

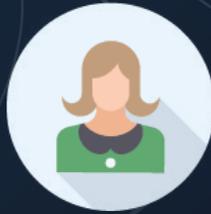
What Pet CBD Buyers Talk about with Vets



Identify your next opportunity and delight your customers with interactive data on:



Brand
Health



Consumer
Insights



Market
Landscape

To learn more about our insights solutions for cannabis, [request your demo here.](#)

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