



# HEALTH & WELLNESS:

The Great Wellness Reset 2023

## Pets & Health

**A Hartman Group Syndicated Research Report**

**Published: March 2023**  
**Market Coverage: U.S. Market**



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## Health & Wellness 2023: Pets & Health

*Health & Wellness 2023: The Great Wellness Reset* includes the latest findings from The Hartman Group's long running consumer-centric study of the U.S. wellness marketplace. The study explores long-term and more immediate trends that are shaping how consumers are approaching and personalizing health and wellness. The *Health & Wellness 2023: Pets & Health* special report provides additional insights regarding pet owners, the role of pets in owners' wellness journey, and perspectives on their pets' health and wellness.

**Hartman Group Syndicated Report Published: March 2023 | Report length: 27 pages | Market coverage: U.S. Market**

Grounded in primary quantitative and qualitative research, the report offers a comprehensive consumer-centered perspective on health and wellness today including consumer priorities and approaches to support their own, and their pets', mental, physical and social wellness.

### What's Included?

- Executive summary
- General report (PowerPoint and PDF)
- Demographic data tables (Excel)

### Explore the Report

#### TABLE OF CONTENTS

#### Methodology

- Integrated qualitative and quantitative methodologies.
- **Quantitative:** Online national survey January 23, 2023–February 5, 2023, n=2,175 U.S. adults aged 18–77 (MOE  $\pm 2.0\%$  at 95% confidence level). Respondents recruited as a nationally representative sample. Balanced by age, gender, division, income, race / ethnicity, and presence of children to match the 2022 Census Bureau Current Population Survey.  
Including
  - **Households with dogs / cats: n=911, households with dogs n=659, households with cats n=513**
  - **Households with dogs only n=398, households with cats only n=252, households with both n=261**
- **Qualitative:** Digital Ethnographies: N=7 participants who are pet owners. Week-long immersive engagement via asynchronous virtual platform. Hour-long follow-up interviews with select participants focused on delving deeper into responses from the digital ethnography.



## Health & Wellness 2023: Pets & Health

### Chapter One: The World of Health and Wellness

*All consumers participate in health and wellness to some degree, but their specific attitudes and behaviors around health and wellness vary widely and determine their engagement with health and wellness.*

The World of Health and Wellness (model)

Demographics by segment (chart)

### Chapter Two: Health and Wellness and Pets

*Pet owners generally resemble the overall population, though they skew more strongly toward Millennials and families*

Demographics by dog and cat owners (chart)

Pets as part of owners' Health and Wellness (analysis)

Pet's Health and Wellness elements (model)

Trusted information sources (chart)

Approaches to support pets' Health and Wellness (analysis)

Views on pet food and treats (chart, data and analysis)

Pets and supplements (analysis)

Pets and exercise (analysis)

Pets and mental wellness (analysis)

### Chapter Three: Implications and Recommendations

*Layering The Hartman Group's deep cultural understanding of the health and wellness space with data uncovered in the study to provide specific, actionable recommendations for pet-focused products, companies and brands.*



**ORDER THE HEALTH & WELLNESS 2023: PETS & HEALTH SPECIAL REPORT**

**Report Price: \$4,000**

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Vice President

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#### ABOUT THE HARTMAN GROUP

The Hartman Group is the premier food and beverage consultancy. Our mission is to translate consumer behavior and food culture into strategic growth opportunities for our clients.

Since 1989, The Hartman Group's anthropologists, social scientists and business analysts have been immersed in the study of American food and beverage culture, using ethnographic observation, quantitative tracking surveys and deep study of trends. What we have learned and continue to uncover allows us to upend many notions of our traditional American eating and drinking patterns, thereby identifying unique opportunities and winning strategies for our clients.

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