Analyze the reasons for the rise of the pet economy in different city tier in recent years, and consider the development in China in the next three years.

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Abstract:

In recent years, China's pet industry has entered a stage of rapid growth, which has brought the development of the pet economy. In order to deeply study the similarities and differences of the reasons for the rise of pet economy in different city tiers in recent years and forecast the pet economy in the next three years, this dissertation searched the literature and data related to the pet industry, designed a questionnaire to acquire the relevant information of people in different cities on pet raising and their views on pet economy, and interviewed a senior executive of pet hospitals to learn about industry developments in a specific place. Research shows that policies, social structure, and COVID-19 have contributed to the growth of China's pet economy. There are also differences among different cities. The pursuit of raising pets in a sophisticated way in first-tier cities has improved consumption levels, the rise in income in second-tier cities has led to an increase in pet consumption, and the low cost of living in lower-tier cities has a greater proportion of disposable income for pet consumption. In the next three years, the pet economy will continue to maintain steady growth, and more new enterprises will join the market.

Keywords: pet economy, consumption, urban disparities, future trends

Introduction

In recent years, more and more people have chosen to raise their own pets and are willing to spend more money and energy on their pets. According to statistics, since 2024, China's urban dog and cat consumption market has exceeded 300 billion Renminbi (RMB). At the same time, the performance of listed companies related to the industrial chain has achieved rapid growth, and more pet-related products, services, and activities have emerged one after another, which have slowly become common and

popular all over China (Yang, 2024). As a result, the pet economy, which refers to the pet-based market economy, has attracted more people's attention and has become a key observation object on the road to development.

The rise of the pet economy is not an accidental phenomenon, but the result of a combination of factors. This research dissertation aims to deeply analyze the reasons for the rise of the pet economy in different city levels (first-tier, second-tier, third-tier, and below) in recent years, and consider the development trend of China's pet economy in the next three years. Through investigation and analysis of the similarities and differences in the rise of the pet economy in different city levels, the influence of these factors, such as pet habits and consumption concepts on the pet economy is discussed. In addition, based on the current market situation and data to predict the size and growth rate of the pet market in the next three years, and other development trends, this investigation will consider the potential development of various related industrial chains. Finally, this project will analyze and predict the unique advantages of different city tiers in the pet economy.

Literature review

The scope of the pet economy

The formation of the pet economy comes from the raising of pets and the related production and consumption brought about by the interaction between pets and people. With the increasing number of pet owners, the pet market is expanding day by day, and the scope involved can be described as quite extensive and prosperous. (Huang & He, 2019). Here, the industry chain of the pet market can be divided into two main categories: upstream and down-stream. Upstream refers to the supplier of pets, providing basic resources for the entire pet market. The first element of upstream is the pet breeding trade, including all pet trading links, such as breeding, online and offline pet sales, rescue and adoption, pet distribution, and risk guarantee. The second element is pet food, which is currently the largest part of the pet consumption market. "with a share of 52.8 percent among all pet-related consumption" (Blamberg, 2024). Now, more and more pet owners give their pets to eat the best and most nutritious food, in addition to staple food, dry food and wet food, snacks, and nutritional health products, and so on, so that this industry chain continues to develop. The third element is pet supplies, which meet the pet owners' love of pets, but also let pets have a more entertaining experience. This includes pet toys, clothing, cleaning tools, utensils and more. At present, many enterprises are gradually joining this field, transforming into intelligent and more convenient electronic pet supplies. For example, automated feeders, litter boxes, water dispensers, and other innovative items are flooding the market one by one (Gao, 2024). The downstream of the industrial chain is mainly some related industries that provide pet services. Including pet health-care, to prevent and treat pet diseases. There is also pet grooming, foster care, training, etc. Aims to facilitate and support pets and pet owners. In addition, pet insurance can reduce the financial burden of keeping pets for pet owners.

The reasons for the rise of the pet economy

In today's society, people have entered the era of diversified economic development, and many new industries have appeared in the market, among which the pet economy has developed most significantly.
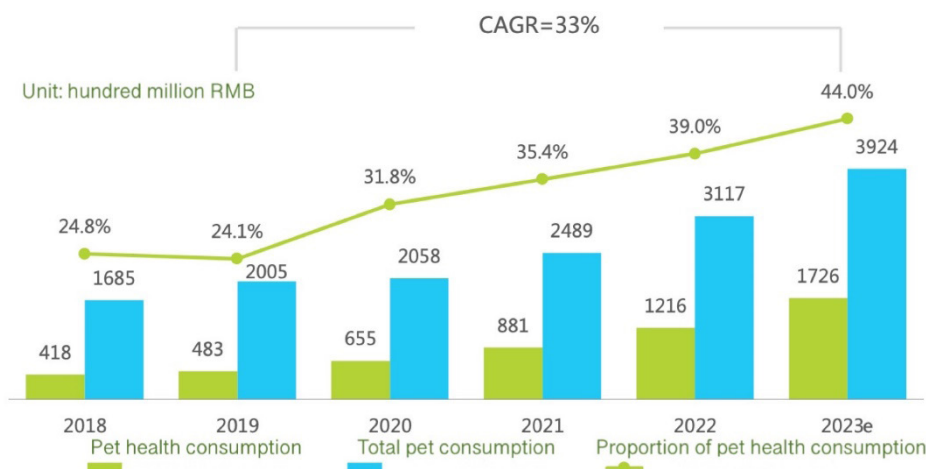

Figure 1. China's pet consumption market size from 2018 to 2023 *(*From Jingdong Health Data Research Institute, CICC Securities, Changjiang Securities, iResearch Consumption Research Institute independent research and drawing*)*

China's pet consumption market has grown rapidly in recent years as demand for pet-related goods and services

has become more diverse. The blue bar chart in Figure 1 represents the total annual consumption of pets in China. In 2018, the total consumption of pets in the national market was 168.5 billion RMB, and continued to grow in the following years until it reached 311.7 billion RMB in 2022. Overall spending has nearly doubled in five years. It can be seen that the pet economy has maintained an upward trend.

This upward trend can be traced to five main reasons (Peng, 2024). First of all, policies affect the development of the pet economy to a large extent. In the 1980s, China had a policy prohibiting the keeping of pets, and later changed to limiting the keeping of pets in the 1990s, which was the reason for the emergence of the pet economy, and also marked the beginning of the pet economy. Later, in the 21st century, China implemented further easing policies in the field of pets, and people were no longer constrained from buying pets, so pet consumption increased greatly.

Second, Ying Peng illustrates that steady economic growth has increased people's spending power and willingness. Looking at China's economic situation from 2013 to 2023, China's per capita GDP increased by 6.7%, and the national per capita disposable income increased by 7.3%. In this case, people's quality of life has improved, and their confidence and willingness to consume have increased, so the demand for pets and related products has risen. The pet economy as a part of the national economy, its growth has also had a positive impact on the national economy, so that the national economy is on the rise (Lin, 2024). Ruochun Lin's statement confirms Ying Peng's analysis. In other words, there is a positive relationship between the pet economy and the national economy.

Thirdly, Ying Peng outlines that changes in China's population and family structure have shifted people's emotional sustenance and led to a surge in demand for companionship. Under the mixed influence of many factors, China's social population and family structure have undergone remarkable changes. With the improvement of education level, marriage rate and birth rate decline, which let population aging, fewer children, and non-married individuals becoming a major social problem. Then, people find this emotional sustenance from pets. Industry experts say that "people's increased emotional needs for pets contribute to the rapid growth of pet consumption" (Gao, 2024). People begin to be more willing to spend money on pets, which is exactly to spend money to meet their emotional needs, they can get positive feedback from pets.

Fourth, the development of science and technology has led the pet industry to expand the market scope, making the pet economy develop rapidly. Many companies have seized the key to AI, products and services have become diverse and innovative. In addition, many companies have begun to develop smart pet products across industries, which shows the huge pet market today.

Fifth, COVID is an important turning point in the development of the pet economy. People are isolated at home, increasing the time pet owners spend with their pets, driving overall consumption growth. Moreover, people staying at home due to COVID has set off the trend of "digital pet". People watch pet videos on social media, which stimulates the psychology of pet raising, as the result, cultivating new potential customers (Jingdong Health Data Research Institute, 2023).

In addition to these common reasons, there are also many differences in the changing trends of the pet economy between different city tiers. First-tier cities are generally those with great scale and influence, such as Beijing, Shanghai, Guangzhou, and Shenzhen in China. The economy of these cities is better than other city tiers, and people have better consumption power.
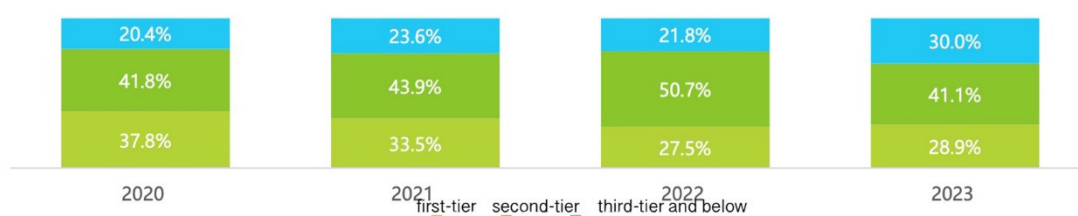

Figure 2. Distribution of pet owners by city tiers in China from 2019 to 2023 (From Jingdong Health Data Research Institute, CICC Securities, Changjiang Securities, iResearch Consumption Research Institute independent research and drawing)

Although the pet economy is developing most rapidly in first-tier cities, pet ownership in first-tier cities has shown a decline in recent years, decreasing by about 10% from 2020 to 2023 (Figure 2). This is because first-tier cities have stricter government regulations on pet keeping compared to other city tiers, which Ying Peng said will affect the willingness of many first-tier city residents to keep pets. Moreover, many talents 'flood into' first-tier cities to seek better job opportunities, which greatly enhances the competition within the cities, leads to a certain degree of intensified work pressure, and residents have less free time and less energy to focus on pets, so more people

choose not to keep pets (2024). In contrast, the number of pet owners and market size in third-tier and lower-tier cities are growing more significantly. As can be seen from Figure 2, it went from 20.4% to 30.0% in three years. Beyond the relatively strict government regulations mentioned above, Ying Peng suggested that another reason is that economic growth has driven consumption in third-tier and lower-tier cities, which has increased consumption power. Most people may think that first-tier cities must be the cities with the highest proportion of pet owners, but the data shows the opposite. Research shows that although the income of third-tier and lower-tier cities is far lower than first-tier and second-tier cities, but at the same time, their cost of living is lower, and there is no excessive loan pressure, which makes them have more disposable income to take care of pets (Wangjie, 2025).

Prediction for the next three years

Ying Peng collates the data to make a prediction for future years, which indicates how the pet market might continue developing in the next three years. Several aspects can illustrate this statement. Firstly, relative data is used to calculate pet penetration rates, which show pets as a percentage of all households. To get this estimate, use the formula number of dog or cat households divided by the quotient of total population in China divided by average household size.
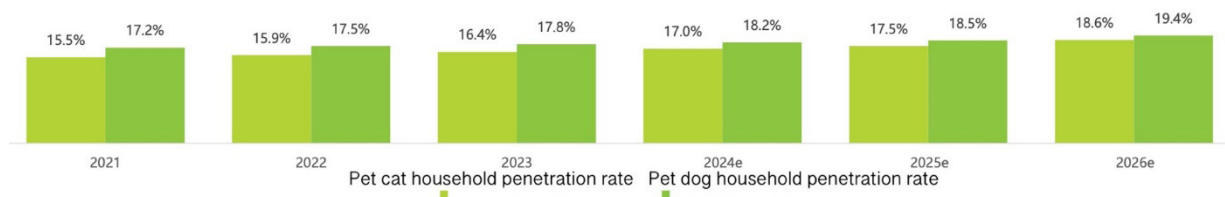

Figure 3. Household penetration rate of pet dogs and cats in China in 2021-2026 (From Jingdong Health Data Research Institute, CICC Securities, Changjiang Securities, iResearch Consumption Research Institute independent research and drawing)

As shown in Figure 3, regardless of dogs or cats, the penetration rate always increases throughout the years. This upward trend represents the increase in the number of pets in the household and reflects the growth of the pet economy as well as the increase in consumer demand for pet consumption. On the other hand, Ying Peng consider the development in the pet economy market through entropy theory. Originally, this is a physics theory, which means how chaotic a system is. The more chaos the system, the greater the entropy. Up to now, China's pet market is still in the stage of entropy increase, enormous people and firms joining this market, leading to disorderly market competition. The point is that China still lacks effective market regulation policies, which slightly slows the growth rate. Therefore, if the pet economy wants to grow rapidly, China needs to make some changes and improve in those fields to maintain sustainability (Chen & Zhou & Dai, 2024).

Research gap

At present, most of the literature is based on the data analysis of the white paper of China's pet industry. Although there are analyses and data references on the reasons for the rise of the pet economy, most of them only stay on the surface without further elaboration. In this study, the author divided the pet economy in China into different city tiers from the subdivision perspective, and the reasons for the rise and future prediction are classified and deeply analyzed, which more accurately presents the details of the pet economy and reveals the diversified logic of the growth of the pet market. The research complements the shortcomings of existing literature on regional differences and long-term trends, and provides more accurate information for stakeholders.

Methodology

Secondary (literature) research

Through secondary research, the author was able to obtain much wider data, such as national data on total pet sales in the country, and also learn the industry expert's opinions. The author's literature acquisition mainly comes from CNKI, an academic database platform initiated by Tsinghua University, which has been recognized by schools, journals, publishing houses, etc... In addition, many universities and scientific research institutions have listed it as an important reference platform for academic evaluation, so the articles on the website are extremely authoritative and credible.

Primary research

Primary research is divided into two parts. First, the author uses the Web Questionnaire Star to create a questionnaire with 9 to 20 questions, mainly in the form of multiple-choice questions. The first five questions of the questionnaire ask basic personal information, questions 6 to 10 are about pet raising, questions 11 to 15

are about pet consumption, questions 16 to 19 ask about respondent's personal views on pet economy, and the last question sets up to prevents robots answering or directly answers without carefully reading the questions, in this case, many useless and false responses can be avoided. This questionnaire was published on several social media platforms, and all Chinese people had the opportunity to see and answer it, so the scope of data collected by the author was expanded. By analyzing the results of the questionnaire, the reader will be able to intuitively see the difference between the consumption habits and amounts of people in different city tiers.

Secondly, the author commissioned an interview. The pet hospital is called Naughty Family, a subsidiary of New Ruipeng Pet Healthcare Group, which is located in Shanghai in China. The interviewee is a senior executive of the group. The main purpose of the interview is to understand the details of this pet hospital in terms of the pet economy, as well as the interviewees' views on the development of the entire industry in recent years. The answers collected during the interviews were then compared with secondary data to verify that the information was highly credible. So in this primary research, the quantitative survey of questionnaires and the qualitative survey of interviews were combined to add depth to the analysis.

Results

Questionnaire

In the data results of 105 people from all over China collected by the questionnaire, 32 are from first-tier cities, 27 are in second-tier cities, and 46 live in cities below second-tier. The questionnaire, through classification and comparison, helps to intuitively see the differences in people's pet consumption in different cities.
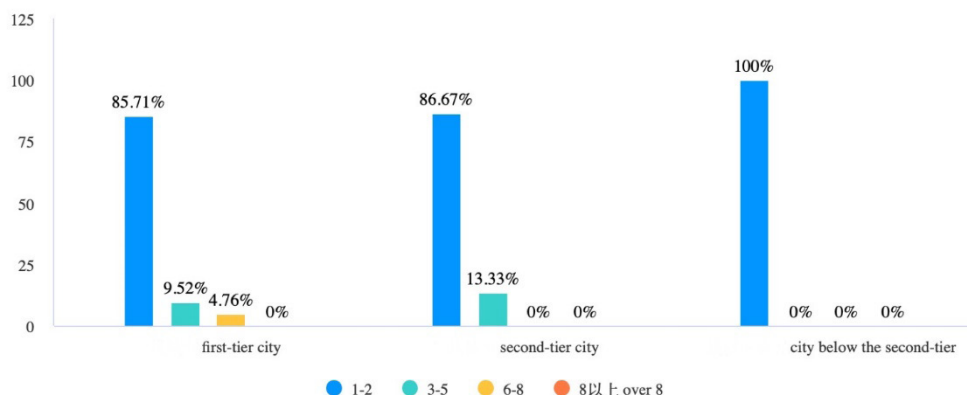
1)Number of pets

Figure 4. Graph of questionnaire result: how many pets do you have?

As can be seen from Figure 4, no matter in which city tier, people who choose to keep 1-2 pets occupy the main part. However, more people in first - and second-tier cities have more pets at home than in other lower-tier cities, especially in first-tier cities. 4.76% have 6-8 pets of their own.
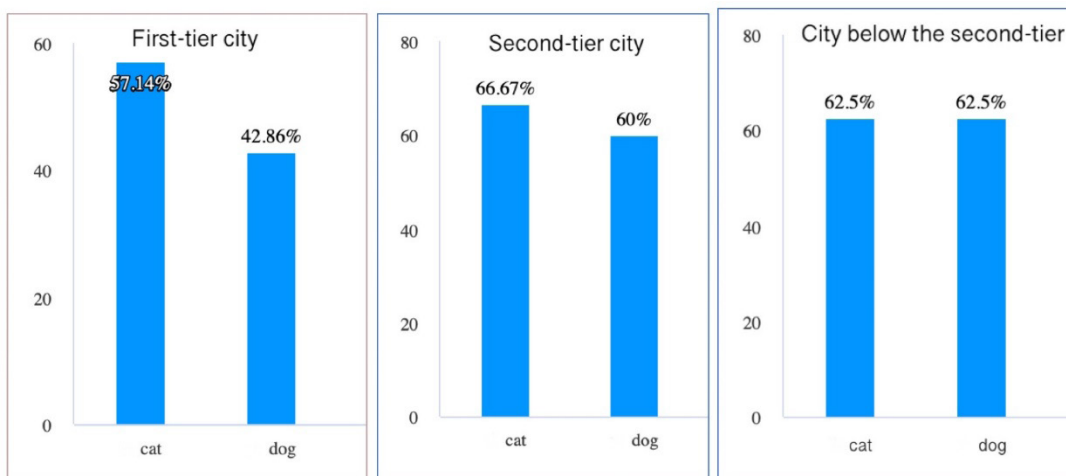
2)Pet type

Figure 5. Graph of questionnaire result: what type of pet do you own?

Figure 5 captures two of the most commonly owned pet types, dogs and cats. From left to right are first-tier cities

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to lower-tier cities. It can be found that the higher the city level (referring to first-tier cities as the highest), the greater the number of cat owners than the number of dog owners. This is because first-tier cities give pets more limited company time, and dogs need more company time than cats. For example, walking dogs every day will take a lot of time, so more people choose to keep pet cats. However, with the decline of city tiers, the competitiveness has declined, and people have more free time to spend with pets, so the number of dog owners has increased.

3)Pet insurance
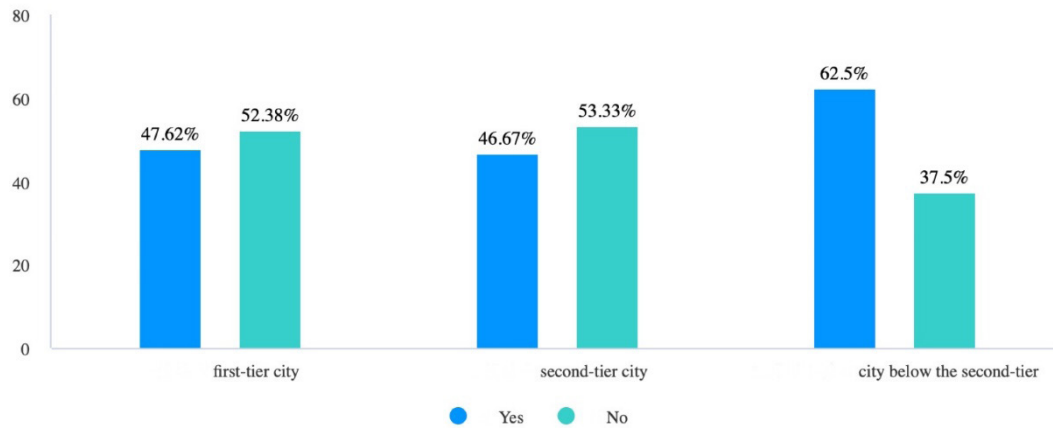
Figure 6. Graph of questionnaire result: do you have pet insurance for your pet?

Figure 6 shows an obvious contrast. More people in first - and second-tier cities did not buy pet insurance for their pets, while people in lower-tier cities did the opposite, with twice as many people buying pet insurance as those who did not.

4)Areas of pet consumption

	Pet food	Pet supplies	Life services	Pet medical care	Pet grooming and washing	Pet boarding, training, and other services
First-tier city	21 (65.63%)	18 (56.25%)	1(3.13%)	9 (28.13%)	7 (21.88%)	1 (3.13%)
Second-tier city	15 (55.56%)	13 (48.15%)	1 (3.70%)	9 (33.33%)	5 (18.52%)	1 (3.70%)
City below the second-tier	16 (34.78%)	13 (28.26%)	3 (6.52%)	11 (23.91%)	0 (0.00%)	0 (0.00%)

Figure 7. Graph of questionnaire result: What are the main areas of your pet consumption?

In Figure 7, these six consumption areas can be divided into two categories. One is the necessary expenses and basic needs of pet raising, including pet food, pet supplies and pet medical care; The other category is the additional expenses of pet raising, which is mainly used to improve the quality of pet raising, including life services, pet grooming and washing, and pet boarding and training services. From the data in the table, it can be seen that the spending on pets in cities below the second-tier is more in the part of the necessary expenses for pet raising. With the rise of the city tiers, people pay more and more attention to high-quality, exquisite pet raising, which provides the basic needs of pets but also improves the quality of life, hoping to provide better care and services for pets. This comparison is most obvious in the column of pet grooming and washing in the table, the proportion of first-tier cities is about 22%, the second-tier has dropped to 19%, and cities below the second-tier have 0%.
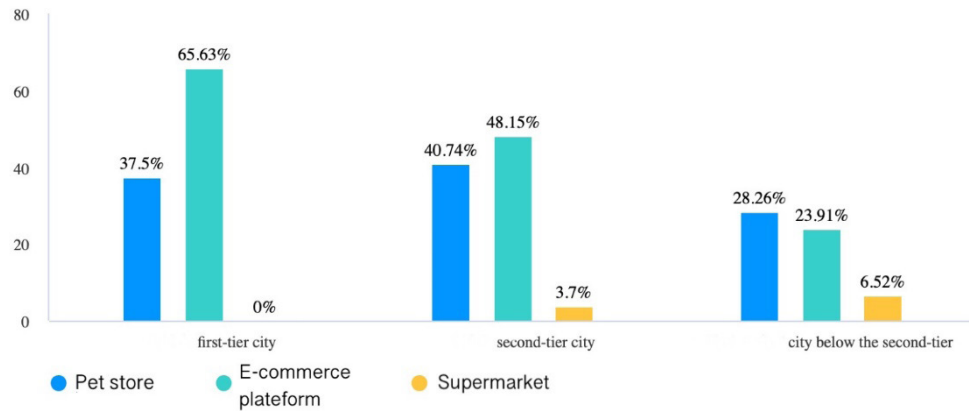
5)Purchasing channel

Figure 8. Graph of questionnaire result: What is your main purchasing channel?

The different development processes of different city tiers are directly reflected in Figure 8. 65.63% of people in first-tier cities choose to buy pet-related items on e-commerce online platforms. In second-tier cities, more people are buying at pet stores, and the proportion of online and offline consumption is more equal. In contrast, in cities below the second tier, the number of people spending in offline stores exceeds that on e-commerce platforms. In addition, it can be found that as the city-tier declines (from first-tier cities to cities below second-tier), more and more people begin to buy pet-related items in supermarkets.

6)Consideration factors
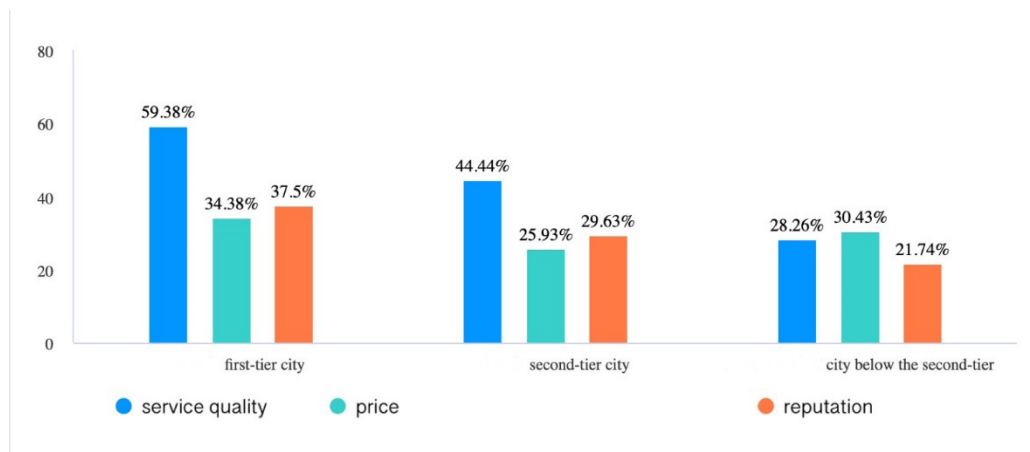
Figure 9. Graph of Questionnaire result: What factors do you consider most when choosing pet services?

In Figure 9, the author selects the top three from the five key factors that pet owners look for when choosing pet services, including service quality, price, and reputation. Different city tiers show different results in these three factors. From the highest first-tier cities to the cities below second-tier cities, pet owners' attention to service quality and reputation has decreased, from 59.38% to 28.26%, 37.5% to 21.74%. Conversely, price has become the reference factor led by cities below second-tier, and people give priority to whether the price is affordable and appropriate.

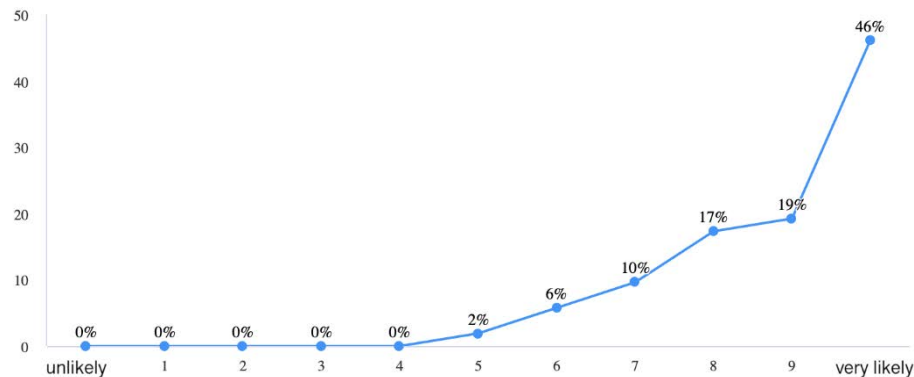7) The possibility of future pet rearing

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Figure 10. Graph of Questionnaire result: To what extent do you anticipate yourself continuing to own pets in the future?

Figure 10, from left to right is unlikely to continue pet ownership to very likely to continue pet ownership. According to the line chart, no matter what the city tier is, people's willingness to continue to keep pets in the future is very high, which suggests a continued growth of the pet economy.

Discussion

Several new findings can be summarized through the analysis of the research results. First of all, the number of pets affects the spending of pet owners to a certain extent. The key reason for the rise of the pet economy in first-tier cities is that the degree of economic development is higher than that of other city tiers, people have more income, so the number of pets is relatively higher.

Second, the results of the questionnaire show that the fast-paced life, busy work, and limited time to accompany pets in first-tier cities affect people's choice of pet types. The responses of the interviewees in the interview also supported this view. More people start to raise pet cats, while the number of pet dogs decreases, which is consistent with what Ying Peng mentioned in the literature.

Third, different cities have different purchase conditions for pet insurance, which is an interesting phenomenon. The author believes that this is because the role of pet insurance is to provide accidental injury and medical insurance for pets, and the focus is to help pet owners reduce the economic burden caused by illness or injury of pets. People in the lower-tier cities have a relatively low income, so it is a good choice for them to buy pet insurance to reduce their spending on pets (Jiedian, 2024). At the same time, it can also increase people's willingness to buy pets, thus driving the pet economy to maintain development and rise in recent years.

Fourth, people's economic income affects the degree of attention paid to the quality of life of pets. People with high income, such as first-tier cities, are more inclined to raise pets in a sophisticated way. This high-standard way of raising pets is very challenging to the owners' personal economic situation. This way of keeping pets increases people's consumption of it, and promotes the overall development of the pet economy.

Fifth, the differences in technology and development among different city tiers affect the channels and ways of consumption. The strong technological Internet connects residents in first-tier cities, and e-commerce online platforms in first-tier cities have more advanced technology and are used by more people. For example, interviewees mentioned in the interview that their pet hospital has an online appointment and consultation, which attracted the attention of many pet owners. In contrast, cities below the second tier are much worse, these cities have low Internet coverage, people use the Internet less frequently, many pet stores do not register and open online platforms, so offline stores are still the core of the service. The high coverage rate of logistics and mobile payment, and the "instant pet consumption" (such as pet food takeout) in first-tier cities, these technical levels of support have promoted the rapid development of the pet economy in first-tier cities in recent years.

Sixth, the economic income of people in different city tiers has a certain impact on the choice of pet services. First-tier cities pay attention to service quality, on the contrary, lower city tiers pay more attention to price. In the interview, the interviewee mentioned that New Ruipeng covers more than 90 cities across the country and has more than 1,000 pet hospitals, which target different consumer groups in different cities. This confirms the differentiated needs of different city tiers.

In summary, the data show that the urban economy and people's income have a direct impact on pet consumption, people with high income spend more on pets, and people with low income spend less on pets. High-income groups in first-tier cities regard pets as "emotional luxuries" and tend to provide pets with a higher and better life, so they

are willing to pay a premium for more refined pet services. Other lower-tier cities are limited by disposable income and often prioritize affordable prices when consuming. This differentiation of consumption patterns shows that different city tiers have different paths and reasons for the rise of the pet economy: first-tier cities rely on consumption upgrading, and lower-tier cities rely on population base expansion.

According to the results of primary research, the majority of people are inclined to keep pets in the future. This shows that people still maintain their love for pets, and the pet economy will continue to grow in the next three years. In first-tier cities, high income and developed technology will promote the further development of the pet market, and intelligent technology pet raising may become a new trend in the next few years. This is supported by Cuixia Zhong, who states that "with the continuous improvement of people's living standards, pet owners want to be able to easily raise pets and improve the quality of pet raising, so the intelligent way of pet raising based on intelligent technology came into being." (2024). These smart pet products include timed automatic feeders, cleaning tools, pet teasing equipment, etc., to reduce the time burden of pet owners when raising pets. Suitable for pet owners in busy first-tier cities, to realize the automation of pet care. In second-tier cities, the pet economy has the advantage of income elasticity of demand. This coefficient can be obtained by dividing the rate of change of pet consumption by the rate of change of income. In the pet economy, the coefficient is greater than 1, which is elastic, indicating that pet consumption is regarded as a "luxury", meaning that when people's income increases, pet consumption will grow faster, and when income decreases, pet consumption will be relatively stable but still rise. This is because the low cost of living in second-tier cities allows people to invest more money in pet consumption as their incomes grow. It is also because people have a very strong emotional dependence on pets. Therefore, the pet market will grow steadily in the next few years. The cities below the second tier will also gradually benefit from China's overall economic growth, also because of the loose policies in these cities. Therefore, encouraged the pet economy to continue to grow.

Evaluation

According to questionnaire data, the author found a correlation between people's income and pet consumption. However, this finding contradicts the results of the 2023-2024 White paper on China's pet industry, which states that "pet owners in second-tier cities have stronger spending power than first-tier cities, and pet consumption is not proportional to income. Second-tier cities have a higher proportion of high-consumption pet owners, followed by first-tier cities. " (Pethadoop, 2023). This opposite result

reflects the limitations of the questionnaire, this questionnaire only collected 105 responses, which cannot represent every consumption situation of pets in China, and the questionnaire mainly from an economic perspective, did not take into account other factors that lead to changes in the pet economy. The inverse ratio between pet consumption and pet owner income is because people often raise pets not only because of material needs, but more due to emotional sustenance and companionship. Many people now consider their pets a member of their family, so perhaps this emotional drive has led people to spend more generously on pet care than they can afford.

In addition, the interviewee said that COVID has led to a decrease in the number of people coming to the pet hospital to spend money. However, in the white paper on pet health consumption in China, it is mentioned that "affected by COVID, pet owners may spend more time with their pets, driving the overall pet consumption growth." (iResearch, 2023). These two views may seem contradictory, but in fact, it reflect different perspectives, angles, or time periods of pet consumption and the limitations of the author's study. The interviewee's pet hospital is located in the first-tier city Shanghai, so the interviewee's opinion is only based on that specific region and practice. The white paper on pet health comes from a broader set of data sources, including multiple regions across China. The author further speculates that the reason why the pet economy of Shanghai shows the opposite trend to the national pet economy is that Shanghai, as a first-tier city, has a relatively high-income level, but income instability may increase when the economy fluctuates during COVID. Such economic fluctuations may have a more direct impact on pet owners' consumption of pets, while other city tiers are less affected.

Despite these limitations, the study has its highlights. Based on the questionnaire, the interview provides a more in-depth and targeted investigation, focusing on a pet hospital in Shanghai in China, which reflects the real situation of a specific region, especially a first-tier city. In addition, the survey has filled the research gap, in-depth analysis and comparison of the pet economy in different city tiers. This focus subdivides the similarities and differences in the development reasons in the past years and development trends in later few years of different cities, providing new perspectives and data support for academia and industry, which makes the research innovative.

Conclusion

Combined with primary and secondary research, it is concluded that the common reason for the rise of China's pet economy is that the overall policy has become more lenient, from removing the ban on pet ownership to regulating them. Next, China's social structure has changed

in recent years, with singles and aging making pets become a new emotional dependency. Also, the isolation of COVID has further narrowed the emotion between people and pets, promoting the explosive growth of the pet economy. There are also subtle differences between different city tiers, which make the development of the pet economy show different progress. First-tier cities are home to high-income groups seeking a sophisticated way of pet care, which drives high-quality consumption growth. Although the proportion of pet raising has decreased due to relatively strict policies and higher life pressure, the high consumption power of pet owners has supported the high-end development of the market. In the pet economy of second-tier cities, the coefficient of income elasticity of demand shows that pet consumption increases more significantly with the increase of people's income. The low cost of living in lower-tier cities has led to a rapid increase in the proportion of pet rearing.

Overall, this study predicts that the pet economy will continue to maintain steady growth in the next three years. Many new companies will invest in the research and development of pet-related products to diversify the pet market. In the future, it is necessary to continuously improve the standard system of the pet industry to promote the high-quality and sustainable development of China's domestic pet industry.

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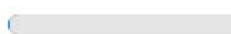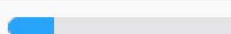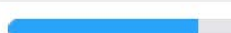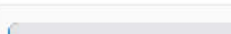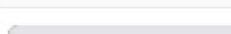
Appendix

Questionnaire

Pet Economy and Individual Consumption Survey
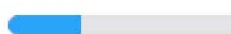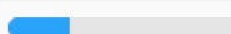
1.Your gender　[Single Choice]

Option	Subtotal	Percentage	
male	10		9.52%
female	95		90.48%
Valid Count Per Participant	105		

2.Your age　[Single Choice]

Option	Subtotal	Percentage	
under 16	1		0.95%
16-18	20		19.05%
19-30	83		79.05%
31-50	1		0.95%
over 51	0		0%
Valid Count Per Participant	105		

3.Which city do you live in　[Single Choice]

Option	Subtotal	Percentage	
first-tier city	32		30.48%
second-tier city	27		25.71%
city below the second-tier	46		43.81%
Valid Count Per Participant	105		

4.Your occupation　[Single Choice]

Option	Subtotal	Percentage	
student	85		80.95%

retirees	0	0%
self-employed	9	8.57%
enterprise employees	11	10.48%
others (please specify)	0	0%
Valid Count Per Participant	105	

5.If your occupation is pet-related, please answer this question   [Single Choice]

Option	Subtotal	Percentage
veterinarian	5	4.76%
pet shop owner/clerk	22	20.95%
pet groomer	7	6.67%
pet nutritionist	6	5.71%
pet trainer	2	1.9%
others (please specify)	24	22.86%
(空)	39	37.14%
Valid Count Per Participant	105	

6.Do you currently own a pet?   [Single Choice]

Option	Subtotal	Percentage
yes	52	49.52%
no	53	50.48%
Valid Count Per Participant	105	

7.How many pets do you have?   [Single Choice]

Option	Subtotal	Percentage
1-2	47	90.38%

3-5	4		7.69%
6-8	1		1.92%
over 8	0		0%
Valid Count Per Participant	52		
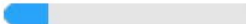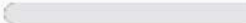
8.What type of pet do you own?   [Multiple Choice]

Option	Subtotal	Percentage	
dog	28		53.85%
cat	32		61.54%
rabbit	2		3.85%
ornamental fish	8		15.38%
bird	5		9.62%
reptile (such as turtle, snake, etc.)	3		5.77%
rodent (such as hamster, guine pig, etc.)	1		1.92%
others (please specify)	0		0%
Valid Count Per Participant	52		

9.How long have you owned your pet?   [Single Choice]
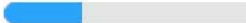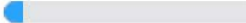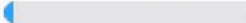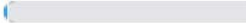
Option	Subtotal	Percentage	
1年以下 less than 1 year	8		15.38%
1-3years	26		50%
3-5years	10		19.23%
5-10years	5		9.62%
more than 10 years	3		5.77%
Valid Count Per Participant	52		

10.What are the main reasons for you to own a pet?   [Multiple Choice]

Option	Subtotal	Percentage	
companionship	48		92.31%
adding fun to life	48		92.31%
guarding the house	9		17.31%
children like it	5		9.62%
following the trend	3		5.77%
others (please specify)	0		0%
Valid Count Per Participant	52		

11.Approximately how much are you willing to spend on your pet per month? [Single Choice]

Option	Subtotal	Percentage	
less than 500 RMB	16		30.77%
500-1000 RMB	29		55.77%
1000-1500 RMB	4		7.69%
1500-2000 RMB	2		3.85%
more than 2000 RMB	1		1.92%
Valid Count Per Participant	52		

12.Do you have pet insurance for your pet?   [Single Choice]

Option	Subtotal	Percentage	
Yes	27		51.92%
No	25		48.08%
Valid Count Per Participant	52		

13.What are the main areas of your pet consumption?   [Multiple Choice]

Option	Subtotal	Percentage
pet food (main food, snacks, etc.)	52	100%
pet supplies (toys, bedding, leashes, etc.)	44	84.62%
life services (such as pet home feeding, walking pets, etc.)	5	9.62%
pet medical care (vaccines, physical examinations, etc.)	29	55.77%
pet grooming and washing	12	23.08%
pet boarding, training and other services	2	3.85%
others (please specify)	0	0%
Valid Count Per Participant	52	

14. What is your main purchasing channel?   [Multiple Choice]

Option	Subtotal	Percentage
pet stores	36	69.23%
E-commerce platforms	45	86.54%
supermarkets	4	7.69%
pet hospitals	7	13.46%
others (please specify)	1	1.92%
Valid Count Per Participant	52	

15. What factors do you consider most when choosing pet services?   [Multiple Choice]

Option	Subtotal	Percentage
service quality	44	84.62%
price	32	61.54%
distance	21	40.38%
reputation	30	57.69%
environmental facilities	15	28.85%

others (please specify)	0		0%
Valid Count Per Participant	52		

16.What do you think are the main reasons for the rapid rise of the pet economy in recent years? [Multiple Choice]

Option	Subtotal	Percentage	
People's living standards have improved, and they have more money to raise pets	66		62.86%
The increasing number of people living alone, and pets can provide companionship	91		86.67%
Driven by social media, the popularity of pet-related topics is high	22		20.95%
The pet industry has developed well, with diverse products and services	15		14.29%
others (please specify)	0		0%
Valid Count Per Participant	105		

17.What is your prediction for the development of the pet economy in the next three years? [Single Choice]

Option	Subtotal	Percentage	
continues to grow at a high speed	23		21.9%
grow steadily	71		67.62%
slow down in growth	9		8.57%
decline	1		0.95%
uncertain	1		0.95%
Valid Count Per Participant	105		

18.To what extent do you anticipate yourself continuing to own pets in the future? [Rating]

Average Score for This Question：8.85

Option	Subtotal	Percentage

Unlikely	0		0%
1	0		0%
2	0		0%
3	0		0%
4	0		0%
5	1		1.92%
6	3		5.77%
7	5		9.62%
8	9		17.31%
9	10		19.23%
Very likely	24		46.15%
Valid Count Per Participant	52		

19.If you do not want a pet anymore or are unsure, please explain.   [Textbox]
Please download detailed data for fill-in-the-blank questions

20.Please choose the option "D" for this question   [Single Choice]

Option	Subtotal	Percentage	
C	0		0%
D	90		98.9%
A	0		0%
B	1		1.1%
Valid Count Per Participant	91		

Sum of average scores：8.85

Interview

Speaker 0 (1.19-6.00): Uh, regarding whether the number of pet owners and pet consumers has increased after the pandemic,

Speaker 1 (6.00-11.41): Actually, it has decreased, but the number of cat owners has increased.

Speaker 1 (11.41-26.94): Because after the pandemic, many people's work situations changed. They might move to different cities, change their rentals, switch jobs, or even stay at home for an extended period due to　　　ideal work situations.

Speaker 1 (26.94-32.99): So, we've noticed an increase in the number of cat owners,

Speaker 1 (32.99-35.69): while the number of dog owners has decreased because dogs require more companionship time.

Speaker 2 (35.69-39.38): Right, um...

Speaker 0 (39.38-43.45): Are all your branches located in Shanghai?

Speaker 2 (43.45-44.62): Oh,

Speaker 1 (44.62-52.89): The entire New Ruipeng Group covers nearly 90 cities nationwide and has over a thousand pet hospitals.

Speaker 0 (53.58-61.31): Oh, and regarding these services in different cities, how are the prices and target demographics positioned?

Speaker 1 (61.31-84.04): Actually, New Ruipeng has different hospital brands. We have the very high-end ones like Baker Street, Meilianzhonghe, and Ruipeng Pet Hospital. We also have regional brands, with clear divisions targeting different groups of people. Additionally, we have central hospitals, specialized hospitals, and community hospitals facing smaller communities.

Speaker 1 (84.04-94.22): So, our hospital structure has relatively met the needs of different groups of people.

Speaker 0 (95.84-100.23): Then, next, do we usually...

Speaker 0 (99.38-105.55): This...

Speaker 3 (101.84-105.55): Wait a minute, let me ask someone.

Speaker 0 (105.55-112.13): Do we have an open online platform for online consumption, consultation, appointments, etc.?

Speaker 1 (112.33-120.88): Yes, we do. New Ruipeng has our own online platform called Awen, where you can make appointments.

Speaker 1 (121.21-133.33): Our online channel also allows you to purchase some common service products, and we've also cooperated with Meituan to offer some online medical packages and group buys.

Speaker 0 (139.84-151.77): I'd like to ask you to share your insights and predictions on the development of China's pet economy in the next three years, such as market size, competitive landscape, or changes in consumer demand.

Speaker 1 (154.32-168.16): There will definitely be many changes. There's a white paper in our industry called the China Pet Industry White Paper. It contains a lot of data.

Speaker 1 (168.16-186.26): I recommend checking that book for detailed data on future market size predictions, overall business trends, and the competitive landscape of our entire industry.

Speaker 0 (186.72-194.71): Then, what kind of adjustments and upgrades will our stores make in the future? For example, in areas like pet intelligence, customized services, and the insect market.

Speaker 1 (194.75-207.96): Oh, we need to consult the hospital directors because each hospital has its unique positioning.

Speaker 0 (200.18-204.73): There are differences. So, for the entire New Ruipeng Group,

Speaker 1 (204.70-209.03): We definitely prioritize medical services.

Speaker 0 (209.15-217.89): Jinshulinyuan, I mean, regarding our existing services, what do we plan to develop in the future? What additional services will we offer?

Speaker 1 (218.38-243.36): I'm not very clear about the group's overall planning at the moment. We mainly focus on providing diagnostic and treatment services to meet the needs of pet owners and pets.

Speaker 0 (249.28-256.91): What is the age range of our customers here?

Speaker 1 (256.88-259.93): Let me ask someone about the age distribution.

Speaker 0 (259.93-261.37): Okay, okay.

Speaker 0 (261.58-263.66): Alright then,

Speaker 3 (263.66-265.81): Thank you, thank you very much.