

Media release

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Ruff times call for fluffy comforts: Zip data shows huge increase in pet spending ahead of International Pet Day

- Data from Zip shows pet purchases have increased by a staggering 118% in the last 3 years
- The number of Zip users transacting at pet stores has also increased by 180% in the last 3 years
 - Petstock, Petbarn and Budget Pet Products are the top merchants



International Pet Day is today, and with it comes new data from Australia's largest buy now pay later (BNPL) provider Zip reveals a fur-ocious surge in pet-related purchases post-pandemic.

Comparing data from February 2020 to February 2023, Zip found that the total transaction value (TTV) for pet purchases has increased by a staggering 118% - a figure that has skyrocketed due to the pet adoption rates that increased during the pandemic.



The number of Zip users transacting at pet stores has also increased by 180% between February 2020 and February 2023, namely at popular merchants such as Petstock, Petbarn and Budget Pet Products.

According to a study conducted by Animal Medicines Australia¹, pet owners are spending \$3,200 per dog and \$2,100 per cat each year— primarily on food, veterinary services, and healthcare products.

"It's incredible to see such a significant increase in pet-related purchases over the past three years, and it's just testament to the fact that Aussies are passionate about their furry friends," said Steve Brennen, Chief Customer Officer at Zip.

"We're committed to supporting our customers in leading the lives they want to live, especially so when it comes to our beloved pet family members. We're a product you can use for everyday and discretionary spending - so whether you're splashing out on a plush new bed, or you're bulk-purchasing essential items like heartworm treatments, Zip has your back.

Zip has merchant partners such as Petstock, Petbarn and Budget Pet Products available, but customers also have access to Tap & Zip — a virtual Visa card accessed via the Apple or Google pay wallet which allows customers to shop in store any pet shop in Australia where Visa is accepted, so customers are encouraged to also buy from independent pet stores where they can.

"We have an incredible array of big-name merchants available to purchase your pet products from - however, this International Pet Day we're encouraging Aussies to also support small businesses, and buy your fur babies treats from the smaller, independent pet stores," said Brennen.

For more information regarding Zip's merchants head to <https://zip.co/au/shop>

Data sourced from Zip

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For all media enquiries, please contact:

¹ Animal Medicines Australia. (2021). Pandemic pets: The impact of COVID-19 on pet ownership in Australia. Retrieved from https://animalmedicinesaustralia.org.au/wp-content/uploads/2021/08/AMAU005-PATP-Report21_v1.4_WEB.pdf



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About Zip

Zip is a leading global financial services company, offering innovative, people-centred products that bring customers and merchants together. On a mission to be the first payment choice everywhere and every day, Zip offers point-of-sale credit and digital payment services around the world, including through strategic investments, connecting millions of customers with its global network of tens of thousands of merchants.

Zip provides fair, flexible and transparent payment options to individual consumers and SMBs, helping them to take control of their financial future and helping merchants to grow their businesses. Zip is committed to responsible lending and is managed by a team with over 100 years' experience in retail finance and payments. Zip is also a licensed and regulated credit provider and was founded in Australia in 2013.

For more information, visit: www.zip.co.