

PET PARENTS PATH TO PURCHASE

Using research from current pet CBD buyers, we explore their path to purchasing pet CBD.

Where did they first hear about pet CBD?

- 16% researched pet condition
- 14% were recommended in social circle
- 14% were recommended by veterinarian

When deciding what CBD products to buy...

34% found online articles helpful

19% found a recommendation from a retailer helpful

80%

of vets were enthusiastic when CBD was mentioned

74%

discussed CBD with their veterinarian

89% give CBD to dogs



WHAT WAS DISCUSSED?

- 64% safety of CBD
- 60% effectiveness of CBD with my pet's condition
- 53% how much to give

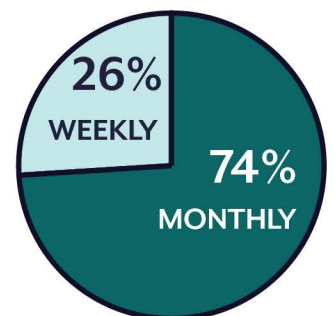
Where do they report buying pet CBD?

- 25% pet store
- 24% online
- 20% CBD specialty store

AVERAGE PRICE THEY PAY



HOW OFTEN THEY BUY



We're Brightfield Group, and we provide consumer insights and market intelligence for the CBD and Cannabis industries. Fusing intelligent machines with real human analysis, we help you navigate the dynamic CBD and Cannabis markets as data-driven storytellers. With us, you don't just get the numbers; you get a trusted partner, providing a robust picture of the landscape and an actionable plan for the road ahead. See what our products can do for you at www.brightfieldgroup.com.