



Why pet brands sit, stay, and ship with *Pattern Fulfillment*





Americans are showing more love for pets than ever before. In 2024, spending on [pets soared past \\$152 billion](#), and over half of U.S. households now share their home with a furry friend.¹

As the pet industry grows, it's also undergoing a major shift: [79% of pet sales is now happening online](#).²

But with growth comes higher expectations. Today's pet parents aren't just comparing your brand to other pet brands. They're comparing it to every seamless online shopping experience they've had. [That means every delivery needs to be fast, every label flawless, and every unboxing feel just as effortless as buying shoes or skincare online](#).

And in pet care, the stakes are uniquely high. For pet parents, a missed shipment isn't just an inconvenience. It's a big deal. It could mean a dog misses their special diet, a cat goes without their daily supplements, or their fur baby is simply out of the food they rely on.

Meeting those expectations isn't just nice to have it's essential for earning loyalty and capturing market share in a fast-moving, competitive landscape.

That's why reliable, [streamlined fulfillment is more important than ever](#). It's the key to delivering the fast, frictionless service pet lovers expect and keeping them coming back.

1. American Pet Products Association: The American Pet Products Association (APPA) Releases 2025 State of the Industry Report.

2. Nielsen IQ: The Full View of The Pet Industry: A Comprehensive Analysis of Consumer and Product Trends

The challenge

As pet brands scale, fulfillment gets exponentially harder. Delivering on rising customer expectations while juggling channel complexity, inventory constraints, and escalating costs creates real friction.

Common challenges include

Fragmented operations:

Juggling DTC, marketplaces (like Amazon & Chewy), retail, and subscriptions.

Rising fulfillment costs:

Inbound placement fees, LTL shipments, and storage charges eat into margins.

Inventory risks:

Delayed check-ins or low inventory can result in lost Prime badges and sales.

Prep and compliance overload:

Meeting strict labeling, bundling, and compliance rules for every channel is time-consuming and error-prone.

Strained warehouse teams:

In-house teams can't scale fast enough to meet demand surges or complex shipment routing.



The Solution

As the pet industry evolves, brands aren't just looking for storage space they're looking for a partner that understands their products, channels, and pace of growth.

They need:

- Fulfillment tailored to pet-specific requirements, like food-safe packaging and supplement labeling
- Faster check-ins to avoid lost marketplace placements
- Custom DTC experiences that turn unboxing into loyalty
- Relief for internal teams stretched thin by growing complexity
- A partner who doesn't just move boxes but helps you move faster

Pattern Fulfillment is built for speed, accuracy, and growth. With 8 global warehouses and unparalleled expertise, Pattern manages millions of units each week, supporting the world's most ambitious brands including those in the pet space.





Why Pattern Fulfillment?

Speed

70%

faster to marketplaces than
traditional fulfillment options

Savings

Cut fulfillment costs without
complicated pricing & no
hidden fees

Simplicity

75+ years

of combined Amazon experience on the Fulfillment team



“To be honest, I was pretty skeptical about (Pattern) at first. We already had our own warehouse and figured we could do it. But after actually seeing shipments get into Amazon faster, and having that data week after week, it solidified our partnership with Pattern.”



Kyle Lessmiller

Director of Supply Chain and Fulfillment,
Vetnique

Read the full case study



What pet brands love most about Pattern Fulfillment

Marketplace Prep

Full-service prep for marketplaces.

Includes:

- Full-service prep (bundling, labeling, and compliance) starting at \$0.40 per unit
- No hidden fees or surprise charges
- Specialized support for pet SKUs with unique requirements (e.g., supplements, kits, food safety labeling)
- Optimized shipment matching to avoid Amazon inbound placement fees

Middle Mile

We fast-track your prepped shipments to fulfillment centers.

Includes:

- Shipment consolidation to reduce LTL costs and access FTL pricing
- Direct routing to Amazon and other marketplaces to minimize check-in delays
- Strategic delivery scheduling to minimize delays and placement fees



DTC Fulfillment

We ship your products directly to pet parents.

Includes:

- Pick, pack, and ship using the best speed-to-cost carriers
- Custom packaging options like branded inserts or seasonal unboxing experiences
- Multi-channel fulfillment from one inventory pool
- Reduced strain on internal teams

And more!

- ReLo: Send returns to Pattern. We inspect, recover, and reroute your inventory finding additional sellable units about 35% of the time.
- Transport: We arrange transportation to our fulfillment centers and consolidate shipments in shared truckloads to lower costs and simplify coordination.
- Reimbursements. We submit, manage, and automate your Amazon reimbursement claims. No need to track down BOLs, proof of delivery, or pack slips.





Ready to get started?

Ready for effortless, growth-driving fulfillment across all your marketplaces and sales channels?



Reach out today at
pattern.com/fulfillment-contact-us
and let's get rolling.



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