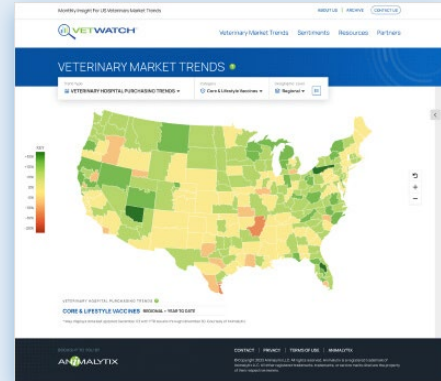


## Overview

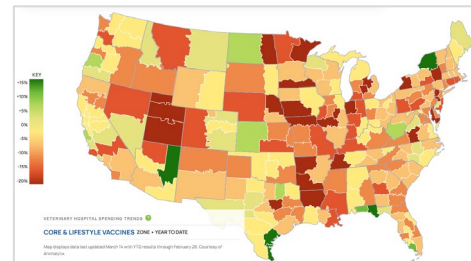
Helping veterinary hospitals and the animal health industry stay on top of the everchanging landscape being impacted by current events using real time data. DVMetrics and Animatech have teamed up with Animal Care Technologies, M/A/R/C Research, UVSA and Packaged Facts along with our sponsors to provide VetWatch® and Vet Watch® Insights. The goal of VetWatch® is to deliver the critical information needed by practices and those supporting the veterinary profession to better assess the scope, velocity, and significance of developments in the veterinary care sector across the United States: [www.vetwatch.com](http://www.vetwatch.com)



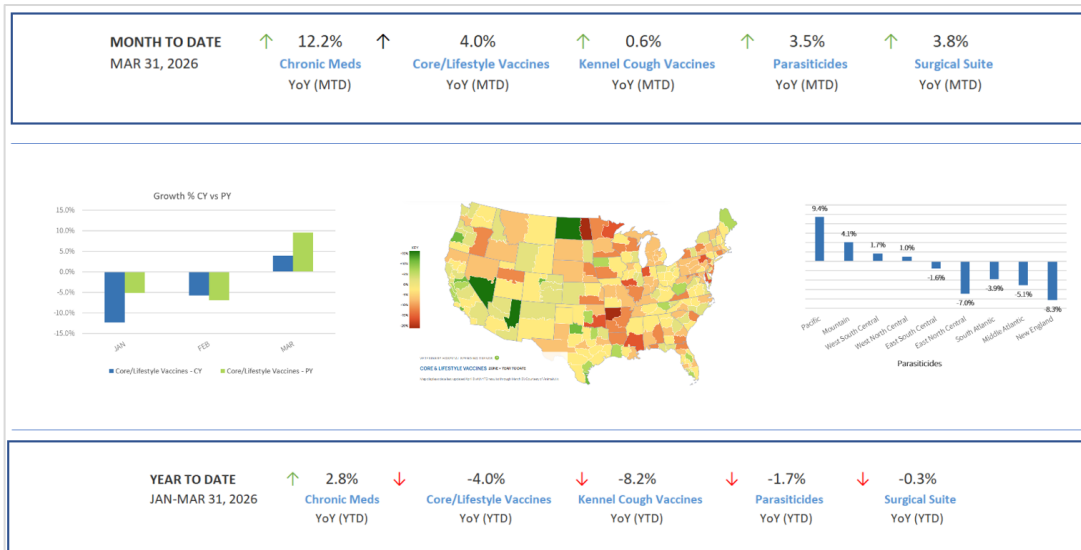
## HOSPITAL VACCINES, SUPPLIES AND PARASITICIDES PURCHASING TRENDS

Monthly purchasing trends reported for practices & shelters of core therapeutic and supply categories.

YTD for the month ending March 31, 2026, year over year reporting showed growth ranging from -8.2% to +2.8% and changes from the previous month's YTD results among the respective categories ranging from -8.2% to +40.3%. Core and Lifestyle vaccine indices for canine and feline patients decreased by -10.1% at -4.0% growth YTD across the 32,000+ practices and shelter locations in the Animatech Marketplace YTD. YTD Kennel Cough vaccine purchases, which provide a measure of the pet mobility, were worse -7.6% versus the previous month and are at -8.2% YTD. Purchase

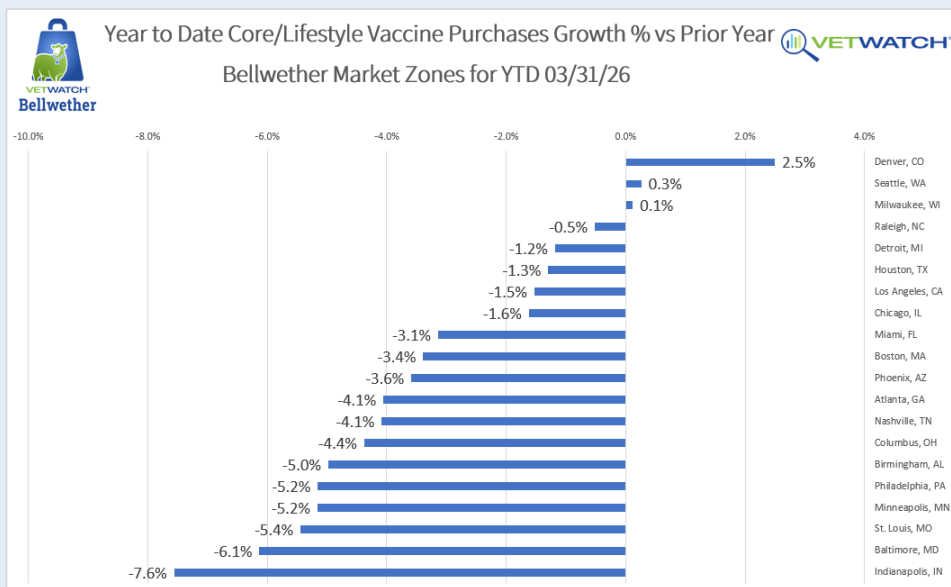


growth of chronic care medications, down -112.2% and surgical consumables, up 40.3% are at +2.8% and -0.3% respectively YTD. Parasiticides decreased by -7.6% at -1.7% growth YTD.



**YTD CORE/LIFESTYLE VACCINE PURCHASES GROWTH % VS PRIOR YEAR, BELLWETHER MARKET ZONES FOR YTD 3/31/26**

Among the VetWatch<sup>®</sup> Bellwether reporting zones for Core/Lifestyle Vaccines, purchase growth vs PYTD, the Denver, CO zone leads all markets with +2.5% growth. Growth for the Seattle, WA zone was notable at +0.3% while the Indianapolis, IN zone was the laggard in the group at -7.6% growth vs PYTD.

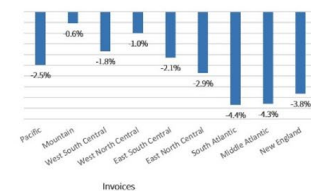
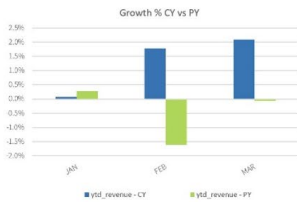
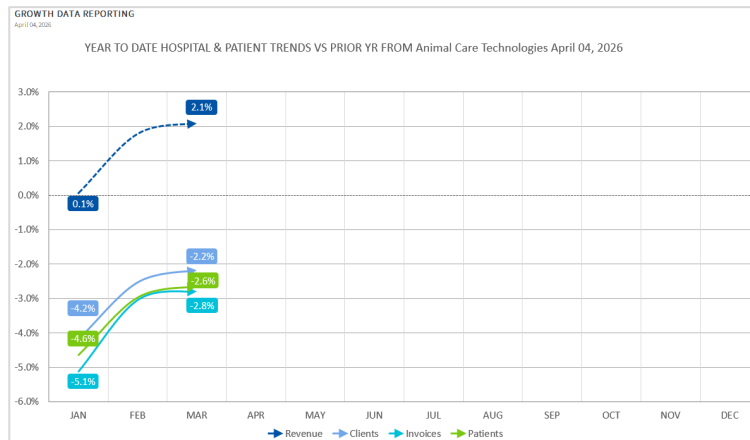
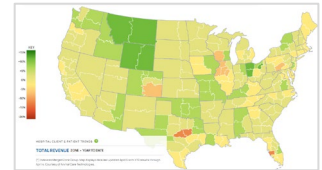


## HOSPITAL CLIENT AND PATIENT TRENDS

Monthly updates from ~3,000 practices across the US for pet owner visit and revenue trends.

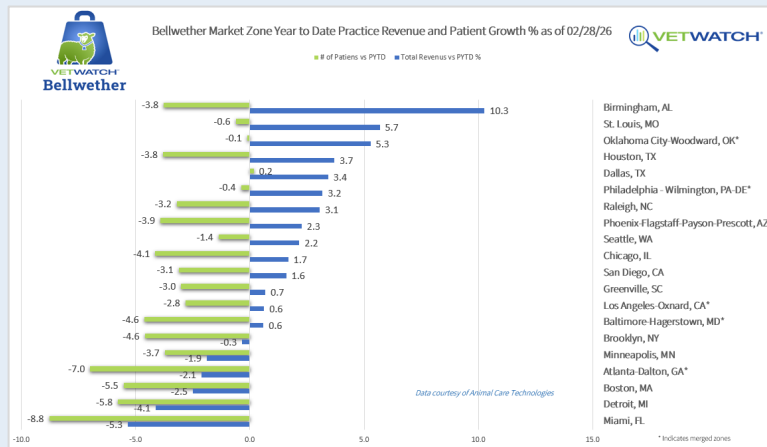
YTD RESULTS THROUGH THE WEEK ENDING APRIL 04, 2026, AGGREGATE YTD PRACTICE REVENUES ARE AT +2.1% NET GROWTH VERSUS YTD 2025 FOR THE ~3,000 REPORTING PRACTICES.

Period performance growth in unique patients (pets) is at -2.6%. Unique client and invoice growth posted -2.2% and -2.8% growth respectively vs PYTD results.



**BELLWETHER MARKET ZONE YTD PRACTICE REVENUE AND PATIENT GROWTH % AS OF 4/4/26**

Among the Bellwether market zones Birmingham, AL zone leads with +8.2% revenue growth. The Oklahoma City-Woodward, OK\* zone Revenue performance was notable at +6.3% while the Miami, FL was the laggard in the group at -3.9% growth vs PYTD. The Dallas, TX zone leads all markets with -0.2% Patient growth. The Oklahoma City-Woodward, OK\* zone performance was notable at -0.3% while the Miami, FL was the laggard in the group at -8.5% growth vs PYTD.



## VETERINARIAN AND PET OWNER SENTIMENTS

Monthly insights as reported by veterinarians and pet owners sourced from M/A/R/C Research, Packaged Facts, and ITR Economics.

- Packaged Facts –



**Packaged Facts** reports on a variety of topics that impact pets and the veterinary industry and now reports from the Packaged Facts US Pet Market Outlook, 2026-2027; Fall 2019-Fall 2025 MRI-Simmons National Consumer Studies.

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### Veterinary Service Usage Rates

Dating to 1994, the partnership between PetSmart and Banfield Pet Hospitals (then partly owned by Mars, now fully owned by Mars) was the milestone pet industry “omnimarket” strategy, whereby the kingpins cross business boundaries to compete for the pet owner pocketbook with a multi-channel set of products, veterinary and non-medical pet services, and newfangled product/service hybrids. Fast forward to 2026, and 16% of veterinary customers overall have used veterinary services located in a pet store such as PetSmart (Banfield Pet Hospitals) or Petco (Vetco Clinics), while 14% have done so at a retailer other than a pet store, such as Walmart or Tractor Supply, as shown by Packaged Facts’ January 2026 Survey of Pet Owners.

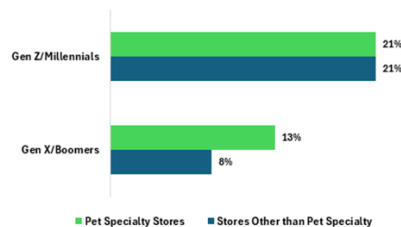
Moreover, usage rates are higher among younger-generation pet owners. Among veterinary customers:

- 21% of Gen Zers/Millennials have used veterinary services at a pet store such as PetSmart or Petco, compared with 13% Gen Xers/Boomers.
- 21% of Gen Zers/Millennials have used veterinary services at a store other than pet specialty, such as Walmart or Tractor Supply, compared with 8% Gen Xers/Boomers.

Unlike Gen X and Boomer pet owners, therefore, Gen Zers and Millennials show no preference for vet services at pet stores over other types of retailers.



**Use of Veterinary Services Located in Retail Stores:  
Gen Z/Millennials vs. Gen X/Boomer Veterinary Clients, 2026  
(percent)**



Source: Packaged Facts US Pet Market Outlook, 2026-2027; Packaged Facts January 2026 Survey of Pet Owners

- M/A/R/C Research -


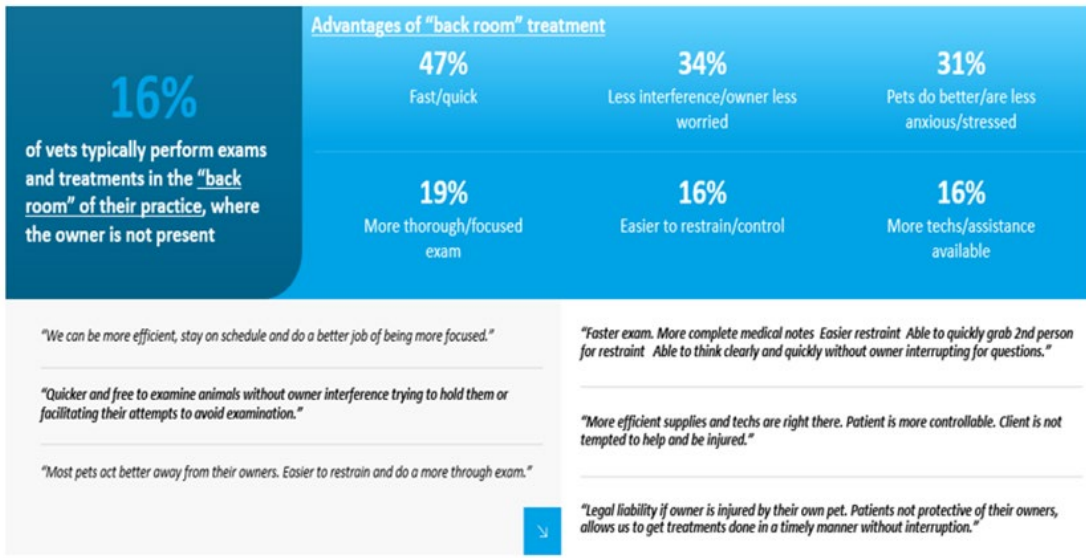


**M/A/R/C Research:** conducted an online survey among US pet owners, as well as US companion animal veterinarians between August 2022 – March 2024. There was a total of 3,300+ pet owners and 400 veterinarians surveyed over the past 3 years.

**The Current State of Veterinary Care**

Vets performing exams in a “back room” without the pet owner present have started to become part of the in-clinic visit, with almost 1 in 5 vets using this strategy.

**The advantages of treating pets in a 'back' room as opposed to in the exam room with the pet owner present are the speed of the visit, less concern among owners, and less stress from the pet.**

- ITR Economics Outlook -



**ITR Economics CEO**, Brian Beaulieu and team share an outlook on the economy and how it might impact the animal health industry providing business leaders with economic information, insight, analysis, and strategy. ITR Economics is the oldest privately held, continuously operating economic research and consulting firm in the US.

In this fourth quarter update for 2025 slide, ITR Economics looks at the monthly change in Veterinary Expenditures compared to overall Retail Sales over the past two decades. Veterinary expenditure rate of change ended virtually the same as the 3.6% retail sector at 3.7% for year end.

Should you have questions regarding the trends in expenditures, we recommend you contact an Account Executive at ITR Economics to assist. They can be reached at [itr@itreconomics.com](mailto:itr@itreconomics.com).



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