



What matters to Gen Z?

Physical and mental wellbeing (humans and animals)

Understanding options

Value for money

Sustainability and environmental concerns

Being able to play a proactive role

Digital engagement and accessibility

Digital first is the expectation of the Gen-Z owner



What do Gen Z want from their vet team?

Effortless and personalised engagement

Communication via preferred channels

Effective use of mobile technology

Convenient service that fits with lifestyle

An understanding of the latest scientific evidence

Clear explanation/justification of treatment plans

Keeping up to date with scientific evidence is crucial for vet professionals to help clients interpret the scientific value of what they find online

Who are

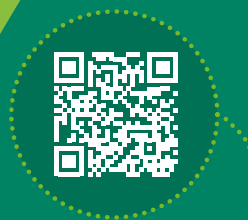
Gen Z?



Born circa 1997–2012



Digital natives



Visit the **MSD Animal Health Hub** for more information
msd-animal-health-hub.co.uk



3.2 million new pandemic pet owners; mainly 16–24 year-olds



How can vet teams improve engagement?

Have a client centred approach, involving your whole team

Communicate in plain English and make processes such as booking easy

Consider optimal timing/scheduling for interactions

Ask about what clients have already heard or researched

Explain the latest scientific evidence and how this relates to their pet

Talk through treatment plans, options and alternatives if appropriate

Ask for client feedback and be open about any improvements you make

The upcoming generation are much more engaged with prevention, demonstrating a proactive model to pet care

What can we learn from Gen Z?

Other pet owners would also benefit from:

- ✓ Improved, convenient service
- ✓ Efficient use of technology
- ✓ Engaging communication via preferred channels
- ✓ Consistent support from the veterinary team
- ✓ An environmentally conscious approach
- ✓ Effective decision-making, explained clearly



With thanks to contributors:

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