

AI becomes a digital pet advisor: Majority of pet owners open to AI-powered expertise

Munich, 1 July 2026 – Artificial intelligence is increasingly becoming a trusted everyday assistant for pet owners. According to a zooplus survey, the leading online retailer for pet supplies with 11 million customers across Europe, around one third of pet owners are already using AI tools for a wide range of pet-related topics, from nutrition and training to product recommendations. A further four in ten respondents say they are open to using such technologies in the future.

AI applications are particularly in demand when it comes to research, advice and decision support. Pet owners primarily use AI to find information on health, nutrition, behavioural training and choosing suitable breeds. Openness is also high for price comparisons, product recommendations and finding alternatives. The results show that many customers do not see AI as a replacement for human decision-making, but rather as an intelligent companion that helps them navigate information and make more confident choices.

High AI usage in the United Kingdom – Germany sits mid-table

Internationally, the United Kingdom stands out as a frontrunner in AI adoption, with usage rates already exceeding 50% across several pet-related categories. Customers in Sweden, Austria, Belgium, the Netherlands and Finland, by contrast, are more cautious. German pet owners sit in the middle of the field, with the strongest level of trust in AI seen when searching for the best price, ahead of pet health and product recommendations. In Germany, 32% of zooplus customers said they had already used AI to look for bargains.

German customers' relationship with AI tools:

- 32% use AI tools to find the best price for pet products
- 28% use AI tools to seek advice on their pet's mental wellbeing or physical health
- Only 19% of customers complete purchases directly via a GPT or AI assistant
- * Just 28% of German customers said they use AI to learn about breeds or different pet life stages, compared with 55% of respondents in the UK.

Trust is high – but boundaries remain

While AI-powered recommendations for prices and products enjoy a high level of trust – around six in ten respondents consider them trustworthy – pet owners are noticeably more cautious when it comes to health-related questions. Around one in five respondents describe AI-generated health advice as not, or rather not, trustworthy.

AI as support – not a substitute

The findings highlight a broader trend: pet owners mainly expect artificial intelligence to provide guidance, reassurance and support in decision-making. Trust is built especially where AI delivers clear added value without taking control away from the user.

About the study

The international study was conducted by zooplus in April 2026 among around 16,000 customers across 16 countries and explores current developments and the needs of modern pet parents. The aim of the survey was to use data to analyse key trends around pet ownership, shopping behaviour and customer experience.

At zooplus, millions of customer voices meet powerful data and analytics capabilities. With more than 11 million active customers and one of the largest first-party data bases in the European pet market, zooplus continuously gains well-founded insights into customer needs, behaviours and trends. Dedicated research and analytics teams combine systematic customer surveys with in-depth analysis of platform and transaction data. This integrated insights engine enables customer needs to be identified early, developments to be assessed reliably and concrete measures to be derived from them. In this way, data-based insights feed directly into the continuous development of the assortment, services and customer experience – with the clear aim of creating the best possible experience for customers and their pets.

Further information is available at www.zooplus.de

About zooplus:

Since 1999, zooplus has been a pioneer in e-commerce for pet supplies, serving millions of pet owners with an ever-growing range of nutrition and lifestyle products, its own premium food and accessories brands, expert advice, convenient services and loyalty programmes. Committed to its vision of “Celebrating Pet Love Every Day” and driven by a passion for innovation, zooplus aims to set the industry standard for smart, personalised shopping. zooplus operates local online shops in more than 30 European countries and is headquartered in Munich. Further information is available at corporate.zooplus.com, on the shop website zooplus.de or on [LinkedIn](#).

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