



Kinship Brands Help Millennials Take on Pet Parenthood

[As the largest segment of pet owners](#), millennials are shaping the future of the pet industry and redefining what it means to be a pet parent with Gen Z gaining ground. As a result, the pet industry is evolving to meet the needs of this influential demographic, offering products and services that align with the unique values of this generation.

Unlike previous generations, millennials have had access to the wealth of knowledge online for most of their lives. With this connection to the digital landscape, it is no surprise that millennials turn to online resources to find information on how to care for their pets. According to research by [Kinship](#), the innovation division of [Mars Petcare](#), 60% of millennials find pet care information online and 48% say online content, excluding social media, is the most important source of pet care information. [The Wildest](#) and [GoodFriend](#) were developed to support pet parents in finding accurate information and qualified professionals for the care of their pets.

Pet Parenting like a Pro

Recognizing a need in the pet care industry, The Wildest launched as a one stop shop ready to guide users through their pet parent journey. With an authentic, relatable voice that can best be described as “real talk” from a friend, The Wildest offers a wealth of resources for pet parents including expert information on health and nutrition, grooming, behavior, and all of the “is this normal?” questions in between. The Wildest also highlights topics important to millennial pet parents such as mental health and [sustainability](#). Lifestyle content such as celebrity interviews, events, and Poodle (a popular word game) round out the page creating an engaging site that users can enjoy whether or not they have a specific question about their pet.

The need for an all-in-one pet space is clearly shown by the tremendous growth experienced by The Wildest in its first two years. Since its launch in April of 2021, The Wildest has gained a following of over 560,000 registered users and a substantial following on social media with over 1.2 million followers and a TikTok following rivaling well established brands. According to The Wildest, 35% of users got a pet last year, a clear sign that millennials are seeking support as they begin pet parenthood.

Building a network of support

Pet parents use The Wildest to make informed decisions on every aspect of their pets' care including choosing their pets' professionals. According to The Wildest, information on pet care services is in the top four most searched categories on the site. Working in tandem with its sister company, GoodFriend, to help pet parents find and book qualified pet care professionals. GoodFriend was designed with the needs of millennial pet parents in mind allowing users to input their pets' information, search for pet care pros in their area, book directly, and pay all in the convenience of a digital platform.

Reviews are another important feature on the platform. Millennials trust the experiences of their peers and rely on reviews when making pet care decisions. 91% of [18-34 year olds](#) trust online reviews as much as personal recommendations, with [93% of consumers](#) saying that online reviews influenced their purchase decisions. To provide peace of mind to pet parents, only qualified, vetted professionals appear on GoodFriend along with verified user reviews ensuring pet parents are booking with experienced professionals.

Supporting Generations to Come

The Wildest and GoodFriend were created to support millennials at every stage of their pet parent journey. The Wildest provides information on all aspects of pet care, while GoodFriend connects pet parents with qualified pet care professionals. With a focus on innovation, GoodFriend and The Wildest, as well as the other brands within the Kinship family, are working together to meet the needs of millennial pet parents and future generations to come.