includes high-growth products in the US from March 15-April 12, 2020, compared to January 1-28, 2020. At least five retailers at the most granular level. Analysis based on two billion active monthly shoppers across 20,000 retailers who work with Criteo—that consumers are spending on products that help them stay connected and entertained. To combat feelings of isolation and boredom, consumers are spending more at home means more time gone up, and more time spent at home means more pet adoption rates have gone up, and more time spent with pets.

50 Growing Product Categories in the US

Source: Online sales, Criteo data, Q1 and Q2 2020.