



ANIMAL HEALTH, NUTRITION & TECHNOLOGY INNOVATION

Animal Health LATAM

An Interview with

Marcio Waldman
CEO & Founder
Petlove

Ahead of Animal Health Innovation Latam in 2020, we caught up with CEO of Petlove, Marcio Waldman, to find out what challenges and opportunities have emerged for Animal Health in Latin America.

What trends and demands have you seen among pet owners in Brazil and Latin America?

In the last few years we had already noticed a migration of consumption of pet products from offline to online. With the pandemic, this movement has accelerated. In terms of product categories, we have noticed a clear preference for super premium and natural products. In terms of business model, we have observed a great growth in subscription services that offer a better cost-benefit to the consumer, especially when it comes to receiving the goods at home, without worrying about having to go to the point of sale.

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What challenges are driving innovation for Petlove?

We are currently working on the construction of a large omnichannel technological platform



petlove

to meet all the needs of the pet owner. We are focussing on prevention, as well as the health and wellbeing of the pet, increasing access to products and services and creating value for all participants in this platform.

How have you used technology and data to drive business decisions?

Technology is the heart of Petlove. In other words, for us, technology plays a central role and is fundamental to the company. We have a Business Intelligence Department with 15 professionals, more than 40 TB in our database, and all decisions are made using the analysis of this data. We have several teams, totalling approximately 60 people, that support all the technological demands of the company.

What do you see as the new opportunities in the online market for pet products?

I see this migration from offline to online as very positive and I think omnichannel offers a great opportunity for the online pet products market. We have some initiatives already under market testing and we will accelerate this in the coming months to facilitate our customers' access to products and services for their pets.

What new initiatives are you working on or developing?

We are working on the construction of our technological platform. We already have more than 2500 partners (petshops, veterinary clinics, veterinary hospitals) using our platform to sell products to their customers. We also already have some serving their customers with 'ship from store' and click and collect,

in partnership with Petlove. Currently any veterinarian, petshop, veterinary clinic or hospital can join our platform, integrating their business with Petlove's in less than 5 minutes by visiting minhaloja.petlove.com.br

Marcio Waldman and Petlove are regular features at our Animal Health Latam events. To hear more from him and other innovative leaders within the industry, be sure to book your place at our next conference!

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