



Feline Findings | CATalyst Council | December 11, 2025

## **Kitten Adoption Growth Continues: How Changing Lifestyles are Reshaping Feline Veterinary Care Demand**

Volume IV of the CATalyst Council 2025 Feline Market Insights Report highlights a notable demographic trend: kitten adoptions remain above pre-COVID levels while puppy adoptions have fallen below pre-COVID baselines. Younger generations, particularly millennials and Gen Z, are gravitating toward cats not only because they fit denser urban living, return-to-office routines, and housing constraints, but also because of the strength of the human–feline bond.

Recent CATalyst Council data show that 93 percent of cat owners view their cat as a family member, and 77 percent of Gen Z owners say they would spend any amount to keep their cat healthy, underscoring how cats have become central in their caregivers' lives.

This combination of lifestyle alignment and deep emotional attachment is expanding the owned cat population and contributing to a sustained rise in feline clinical visits, with cats now representing 23 percent of all veterinary clinical visits, the highest share on record. As more first-time and younger cat owners enter the veterinary ecosystem, the opportunity to support proactive, species-sensitive care has never been stronger. (1) (2)

### **Welcome and Equip First-Time Cat Caregivers:**

Many new cat owners are navigating veterinary care for the first time. They may not understand the importance of regular visits or how the veterinary team can help make those visits as low-stress and cat-friendly as possible.

- Provide clear, accessible education on pre-visit prep, preventive care, behavior, nutrition, transport, and environmental enrichment to build confidence and establish your practice as a trusted partner early in the relationship.
- A simple "First 60 Days with Your Cat" guide or welcome packet can set expectations and encourage timely care.

### **Integrate Behavior and Environment into Every Visit:**

Modern feline caregivers are highly attuned to their cats' emotional well-being and home environments.

- Ask about daily routines, enrichment, social dynamics, appetite patterns, and litter box behaviors normalizes these discussions and positions the veterinary team as a resource for the whole cat, integrating medical findings with what the caregiver observes at home.
- Behavioral and environmental insights often reveal early indicators of stress or illness and help guide tailored recommendations that fit the caregiver's home life.

### **Make Digital Tools an Extension of Care:**

Millennial and Gen Z caregivers rely heavily on digital communication and remote monitoring, and many already use tools such as teleconsults, behavior trackers, smart litter boxes, cameras, and connected feeders.

- Invite clients to share what technologies they use and explore together how these insights may support clinical decision-making.
- A collaborative, open approach helps align home observations with clinical care, supports earlier detection, and strengthens continuity between visits.

The combination of rising cat ownership, strong emotional attachment, and a high willingness to invest in feline well-being presents a meaningful opportunity for the veterinary profession. Practices that provide clear guidance, proactive education, and modern communication channels will not only improve health outcomes but also build long-term trust and loyalty.

Supporting the new generation of caregivers ultimately strengthens the human–feline bond and promotes consistent, preventive veterinary care across the cat's lifetime.

Learn more about CATalyst Council at <https://catalystcouncil.org/>.

Sources:

- (1) <https://catalystcouncil.org/catalyst-council-feline-market-insights-report-vol-ii-reveals-emotional-and-operational-barriers-to-20-billion-feline-opportunity/>
- (2) <https://catalystcouncil.org/cats-claim-record-share-of-veterinary-visits-as-feline-market-momentum-builds/>