



Merck Animal Health Global Survey Reveals Gaps in Flea and Tick Prevention, Highlights Need for Year-Round Care

Pet owners share challenges in maintaining flea and tick care

Fleas and ticks pose a year-round threat to both pet and human health, potentially transmitting serious infections and diseases like tapeworms and Lyme disease.

The recent Pet Owner & Vet Perspectives on Parasite Treatment and Prevention: A Global Survey from Merck Animal Health, reveals critical gaps in pet owner adherence, knowledge of flea and tick threats, as well as preferences for treatment options. The survey underscores the need for consistent, year-round flea and tick prevention – particularly as recent data links warmer temperatures to the expanding geographic spread of fleas and ticks.



Flea and Tick Risks Rise with Warmer Temperatures Year-Round, Yet Most Pets Aren't Fully Protected



Changes in the climate are attributed to the expansion of fleas and ticks in more geographic regions than ever before.

- Recent data illustrates that the world has experienced the hottest decade in history.¹
- Data shows that warmer average temperatures can mean longer warm seasons, earlier spring seasons, shorter and milder winters and hotter summers, creating conditions that might become more hospitable for many carriers of vector-borne diseases.²
- A vector is any organism – such as fleas, ticks or mosquitoes – that can transmit a pathogen, or infectious agent, from one host to another.³

Fleas and ticks pose serious health risks to both pets and humans, yet many pet owners underestimate the need for consistent, year-round protection.

82% of pet owners see fleas/ticks as a threat to their pet's health and

75% see them as a threat to their own health and their family's health

Pet owners who have had a flea/tick problem:

62% of indoor/outdoor cat owners

51% of dog owners

Pet owner awareness of threats with fleas and ticks:

88% Skin irritation

85% Tapeworms

84% Lyme disease

Percentage of pet owners who consider fleas and ticks to be harmful

59% harmful to pets

53% harmful to themselves and their family

55% of veterinarians report more than 50% of pet owners aren't administering year-round flea/tick prevention

Despite the possible threat of fleas and ticks, the vast majority of pet owners allow pets on furniture and beds:

79% of indoor/outdoor cat owners

89% of dog owners

Routine Check-Ups are the Ideal Time to Address Flea and Tick Care



Veterinarians are **4x more likely** than pet owners to define flea and tick season as year-round.

Parasite prevention is a common topic during routine check-ups, usually initiated by the veterinarian.

According to about half of pet owners, veterinarians initiate the discussion around treatment

57% of dog owners

56% of indoor/outdoor cat owners

Veterinarians in Europe, the Middle East and Africa are more likely to offer flea/tick treatments as part of routine care.

(93% dog appointments, 91% cats).

This is less common compared to veterinarians in North and South America.

84% of dog appointments

80% of indoor/outdoor cat appointments

Veterinarians estimate on average

24% of clients

don't bring their pets in annually, often due to financial constraints.



Veterinarians Express Doubt Over Pet Owner Compliance Despite Pet Owner-Reported Confidence in Administering Treatment

While most pet owners feel confident administering treatments, veterinarians doubt their compliance.

83% of pet owners feel confident

74% of veterinarians worry about consistency of administration

Many veterinarians feel a majority of their clients:

55% do not administer treatment year-round

43% administer treatment late

41% miss doses

Veterinarians are right to be concerned.

51% of cat owners

46% of dog owners

Reported they have forgotten to administer treatment to their pets in the past year.

Veterinarians and Owners are Open to Less Frequent Parasite Treatment, Pending Safety Data

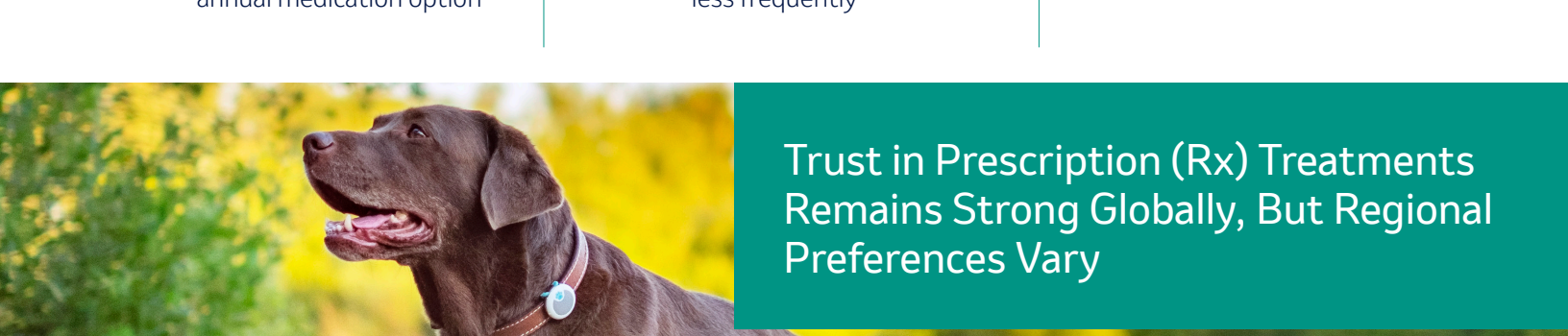


Most veterinarians are on board to recommend annual medication. For those not likely to recommend, the most common reason was potential of side-effects (47%).

65% of veterinarians are likely to recommend an annual medication option

55% agree they would prefer to treat less frequently

76% are open to less frequent administration



Trust in Prescription (Rx) Treatments Remains Strong Globally, But Regional Preferences Vary

Rx treatments are generally trusted more and are viewed as more effective than over-the-counter options.

79% of pet owners trust Rx options "fully/a lot."

71% of veterinarians view Rx options as more effective.

Oral medications and collars are the most popular solutions among owners.

Percent dog owners who use:

42% oral medications

36% collars

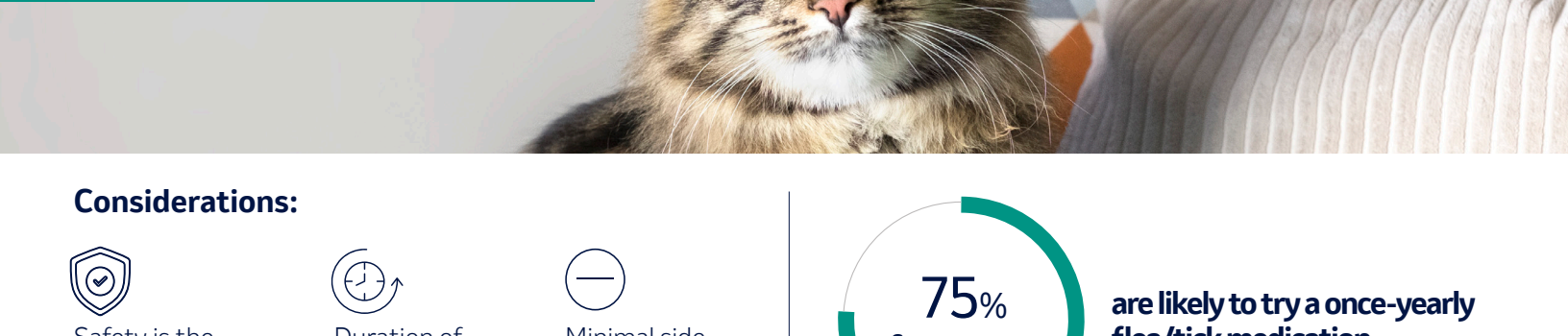
Percent indoor/outdoor cat owners who use:

35% sprays

34% oral medications

33% collars

Length of Effect & Safety of Treatment are Pet Owner's Top Priorities



Considerations:

Safety is the most important consideration overall (37%)

Duration of effect (31%)

Minimal side effects (30%)

75% of pet owners are likely to try a once-yearly flea/tick medication.

The most important criteria for vets when recommending flea/tick treatment is:

Ease of administration (65%)

Minimal side effects (65%)

Broad-spectrum efficacy (64%)

Veterinarians play a big role in making treatment recommendations for pet owners and prioritize ease of use and duration of effect.

Ninety percent (90%) of veterinarians agree that cat/dog owners rely on them to provide recommendations about flea/tick prevention.



Stay Educated on Flea/Tick Diseases & Discuss Prevention with Your Veterinarian



Flea and tick risks can vary widely by region.

Stay informed by speaking with your veterinarian about local threats, key symptoms to watch for, and treatment options that support year-round prevention.

For more information, visit <https://www.merck-animal-health.com/media/bravecto-global-survey/>.

Survey Methodology:

The Pet Owner & Vet Perspectives on Parasite Treatment and Prevention: A Global Survey was conducted by Savanta on behalf of Merck Animal Health among n=4,072 pet owners and n=582 veterinarians in 15 countries. Pet owners were adults 18+ who own a dog and/or cat. Pet owner sample size by country: Australia & New Zealand n=268, Brazil n=318, Canada n=277, China n=256, France n=257, Germany n=259, Italy n=283, Japan n=289, Mexico n=286, Peru n=286, Poland n=296, Spain n=294, United Kingdom (UK) n=276, United States (U.S.) n=427.

Veterinarians worked at least 10 hours a week in practice and treat both dogs and cats. Veterinarian sample size by country: Australia & New Zealand n=40, Brazil n=43, Canada n=43, China n=52, France n=41, Germany n=41, Italy n=42, Japan n=24, Mexico n=52, Peru n=40, Poland n=38, Spain n=42, United Kingdom (UK) n=42, United States (U.S.) n=42. The research was conducted online between December 23, 2024 and January 28, 2025.

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¹ Sonenshine DE. Range Expansion of Tick-Disease Vectors in North America: Implications for Spread of Tick-Borne Disease. Int J Environ Res Public Health. 2018 Mar 9;15(3):478. doi: 10.3390/ijerph15030478. PMID: 29522469; PMCID: PMC5877023.

² World Meteorological Organization. State of the Global Climate 2024 (WMO-No. 1368). WMO; 2025. Accessed April 17, 2024. <https://library.wmo.int/viewer/69455/7offset-#page=32&viewer=picture&picture=bookmark&n=0&q=>.

³ Centers for Disease Control and Prevention. "Climate Effects on Vector-Borne Diseases." CDC. https://www.cdc.gov/climate-health/media/pdfs/VECTOR-BORNE-DISEASE-Final_508_1.pdf. Accessed April 17, 2025.