

Research on Ecological Synergy as a Differentiation Strategy for Pet Travel Brands

-- A Case Study of Xiamen PETSFIT

Zhaoyu Huang, Yanrui Zhang, Zihui Hong, Yunhan Jiang

Wenzhou University of Technology School of Economics and Management, Wenzhou 325600, China

Abstract

This paper takes the Ecological Collaboration (E) dimension of PETSFIT's proprietary PETS differentiation strategic model as the core research object. It systematically analyzes the brand's dual operation system including cross-border localization and cross-industry scenario linkage. The research verifies that this two-way symbiotic ecosystem can help the brand expand diversified customer groups and increase overall customer unit prices, thus forming unique differentiated competitiveness. Targeted optimization suggestions for global ecological layout are put forward in this paper, which can provide practical references for domestic brands engaged in pet travel supplies.

Keywords

PETSFIT; PETS Model; Differentiation Strategy; Ecological Synergy.

1. Introduction

With the boom of China's pet economy and growing demands for pet travel products, the domestic pet carrier industry faces prominent problems including severe product homogenization, excessive reliance on online sales and insufficient global ecological layout, which limit the international development of local brands. As a leading pet travel bag enterprise, PETSFIT once suffered from these industry dilemmas and established a dual ecological system of cross-border localization and cross-industry linkage to achieve differentiated competition. Since current studies mainly focus on pet food and medical care while neglecting pet travel brands' ecological operation, this paper takes PETSFIT as the research object, analyzes its ecological operation advantages and existing deficiencies based on 2024-2025 industry and enterprise data, and puts forward optimization suggestions, so as to provide references for the sustainable and differentiated global development of domestic pet travel brands[3].

2. Pain Points in Ecological Layout of Pet Travel Brands

Combined with the 2025 national pet supplies industry special survey data and the development track of domestic small and medium-sized pet travel brands, the current domestic pet travel track has prominent structural development drawbacks. Most brands are trapped in low-end homogenized competition, single sales channel and backward cross-border operation system[2]. Xiamen PETSFIT also faced the same operational pressure and development dilemmas in the brand's initial expansion stage before building a complete ecological operation system, which are mainly reflected in the following two aspects.

2.1. Backward Cross-Border Operation Mode

Industry statistics released in 2025 show that more than 64% of domestic small and medium-sized pet brands have no self-built overseas warehouses[1]. Without localized warehousing, domestic direct delivery leads to an average overseas logistics cycle of 7-10 days, and the repurchase rate of such merchants is 17% lower than brands with overseas storage systems. In 2018, before completing overseas warehouse construction, PETSFIT faced the same logistics efficiency problem and lost a batch of repeat overseas customers due to long delivery time. Besides, most small factories lack overseas R&D teams to develop region-specific goods, while PETSFIT started to set up overseas product R&D teams after realizing this industry defect.

2.2. Isolated Single-Product Online Sales

According to the annual financial reports of listed pet enterprises in 2025, brands that only sell goods through online e-commerce platforms face brutal price competition, with average gross profit margin falling below 14.2%. In PETSFIT's early expansion stage (2015-2017), it only sold pet bags on Amazon without offline multi-scene cooperation, and its profit margin was continuously squeezed by low-price imitators, which directly pushed the brand to carry out cross-industry linkage layout to expand offline customer sources.

3. PETSFIT's Differentiated Ecological Operation

Aiming at the two core industry bottlenecks of backward cross-border localized operation and isolated single-channel online sales that restricted the development of the pet travel industry, PETSFIT carried out targeted strategic layout and built a unique dual ecological operation system integrating cross-border localized operation and cross-industry scenario linkage. The two modules of the system empower each other and develop synergistically, effectively avoiding homogeneous price competition, improving global operational efficiency, and building irreplicable differentiated competitive advantages for the brand. The specific layout and operational benefits are as follows.

3.1. Localized Cross-Border Deployment

In order to solve the problems of long logistics cycle, low user repurchase rate and poor product localization adaptability in overseas markets, PETSFIT accelerated the global localized logistics and R&D layout, and completed the construction and operation of regional storage centers in core overseas markets including Germany, France and Japan before 2025. The completion of localized warehouse layout has realized local order receiving and local distribution in European and Japanese markets, greatly optimizing the overseas logistics distribution system. The average delivery time of the brand's overseas orders has been shortened from the industry's traditional 7-10 days to 3-5 days, which significantly improves user shopping experience and logistics service satisfaction, and effectively increases overseas user repurchase rate and brand stickiness.

In terms of product localization iteration, PETSFIT has set up special overseas R&D teams for different regional markets. Combined with the consumption habits, travel scenarios, climate conditions and local industry safety standards of European, Japanese and Southeast Asian pet owners, the brand carries out targeted product upgrading and differentiated design. For example, it develops lightweight and breathable pet travel bags suitable for European outdoor travel scenarios, and portable and moisture-proof pet carriers adapted to Japanese family travel and compact living scenarios, realizing precise matching of products and market demand. At the same time, PETSFIT formulates differentiated exclusive operation plans for mainstream cross-border e-commerce platforms such as Amazon, eBay and AliExpress according to the traffic rules and user characteristics of different platforms. Through refined platform operation, targeted traffic drainage and differentiated product listing strategies, the brand fully seizes the

traffic dividend of major cross-border platforms and steadily improves its market share in core overseas regions.

3.2. Cross-Industry Scenario Linkage

PETSFIT has established long-term customized co-branding partnerships with Hainan Airlines, NIO, Li Auto, Mobi Garden and Xinruipeng Pet Medical Group. Relying on offline multi-scene channels outside e-commerce, the brand gains high-loyalty new customers and avoids online price wars. According to PETSFIT's 2025 internal customer statistics, new customers converted from cross-industry offline channels accounted for 16% of the brand's total new users that year. Four core cooperation directions are formed:

Aviation travel cooperation: Cooperate with Hainan Airlines to develop IATA-compliant pet travel bags and launch exclusive pet consignment packages and supporting services. This cooperation fills the gap in domestic aviation pet travel products, builds a high-end professional brand image and targets long-distance pet air travelers.

New energy vehicle supporting cooperation: Develop customized pet carriers matching NIO and Li Auto's interior design, space and user positioning. Display and sell products in offline 4S stores to reach high-income EV owners, boosting product added value, premium and high-quality customer acquisition.

Outdoor scene cooperation: Jointly launch co-branded outdoor camping pet bags with Mobi Garden, a well-known domestic outdoor sports brand. Relying on Mobi Garden's offline outdoor store resources and outdoor user group advantages, the brand covers the pet travel needs of outdoor camping, hiking and self-driving travel scenarios, expands the product application scenarios, and expands the young outdoor pet owner user group.

Pet medical endorsement cooperation: Set up special product experience and display areas in the chain stores of Xinruipeng Pet Medical Group, the leading domestic pet medical institution. Relying on the professional authority and user trust of the pet medical industry, the brand improves user recognition and trust of PETSFIT product safety and professionalism, realizes efficient conversion of medical scene users, and further enhances brand reputation.

3.3. Symbiotic Economic Benefits of Dual Ecological Layout

The mature overseas warehouse network provides global sales channels for cross-industry co-branded products, while cross-scene customized products enrich PETSFIT's overseas product portfolio and drive up the overall customer unit price. According to the enterprise's 2025 financial data, the total revenue contributed by ecological synergy business reached RMB 710 million, accounting for 45.6% of the company's total annual revenue, which fully verifies the sustainable growth capacity brought by the dual ecological layout[4].

4. Deficiencies in PETSFIT's Ecological Layout

By 2025, PETSFIT's dual ecological operation system has achieved remarkable market results in core European, Japanese and domestic markets, and has established a leading position in the domestic pet travel industry. However, in the process of global market expansion, the brand's ecological layout still has obvious deficiencies and restrictive factors, which hinder its further penetration into the global high-growth pet consumption market and restrict the brand's long-term global strategic development. The main layout deficiencies are summarized as follows.

4.1. Incomplete Overseas Market Layout

At present, PETSFIT's localized overseas warehouse layout is only concentrated in Germany, France and Japan, and no localized storage facilities and logistics service networks have been built in Southeast Asia, North America and Australia. In recent years, driven by the rising pet raising rate and upgrading consumption level, the pet consumption markets in Southeast Asia,

the United States, Canada and Australia have maintained rapid growth, with huge market potential and consumption demand for pet travel products[5]. The lack of localized logistics layout in these high-growth regions leads to the brand's inability to provide efficient localized distribution services, resulting in low market penetration and insufficient user coverage in these key global markets, missing a large number of market growth dividends.

4.2. Single Overseas Media Operation

In terms of overseas brand promotion and market drainage, PETSFIT's overseas social media operation model was relatively single before 2025. The brand only deployed official operation accounts on TikTok, and did not build multi-language and multi-platform content marketing matrices on mainstream overseas social platforms such as YouTube, Instagram and Twitter. A single promotion channel leads to limited brand exposure, insufficient overseas content output, inability to cover diversified overseas user groups, and lack of in-depth interaction with global pet users. At the same time, the brand has not carried out in-depth cooperation with overseas professional pet KOLs and pet bloggers, resulting in weak overseas brand communication power, low global brand awareness, and difficulty in forming sustainable independent brand traffic, which restricts the speed of the brand's global market expansion.

5. Targeted Optimization Suggestions

Drawing on the two major layout deficiencies identified above, this paper proposes three feasible optimization approaches to enhance PETSFIT's global competitiveness, representing the core research findings of this study. The systematic optimization strategies can effectively make up for the brand's current layout loopholes and support its long-term global brand development.

5.1. Expand Overseas Warehouse Layout

PETSFIT should build new localized warehouses in Singapore, Los Angeles and Sydney to cover Southeast Asian, North American and Australian markets. Combined with local climate characteristics and travel preferences, the brand can launch region-exclusive products. Local warehousing can significantly shorten delivery time, reduce logistics costs and after-sales risks, and effectively improve overseas customer satisfaction and repurchase rates.

5.2. Diversify Overseas Social Media Marketing

To enrich its overseas promotion channels, PETSFIT should launch official accounts on YouTube, Instagram and Twitter. By releasing product evaluations, pet travel sharing and brand public welfare content, the brand can achieve multi-platform coverage. Cooperating with local pet KOLs helps enhance brand influence and attract diversified overseas users. Diversified social media operation can build independent brand traffic and reduce reliance on e-commerce platform flow.

5.3. Deepen Exclusive Cross-Industry Cooperation

PETSFIT should sign long-term exclusive cooperation agreements with existing core partners such as Hainan Airlines, new energy vehicle brands and outdoor lifestyle brands. Exclusive partnership can form unique scenario-based competitive barriers and avoid homogeneous imitation from competitors. Furthermore, the brand can replicate its cross sector cooperation model in overseas markets, expanding offline scenario coverage and stabilizing its high-end brand premium advantage.

6. Conclusion

Cross-border localization and cross-industry linkage jointly constitute PETSFIT's ecological synergy system, which is the brand's core differentiated competitive advantage. This operation mode effectively solves the industry's long-standing pain points of single-channel operation and thin profit margins caused by homogenized competition. This paper sorts out PETSFIT's complete ecological operation logic based on 2024-2025 industrial and corporate data, identifies its layout loopholes and proposes corresponding optimization paths. The research conclusions can provide valuable references for other domestic pet travel brands to carry out international differentiated layout and maintain long-term market competitiveness.

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