



Paws on the Nice List: Petco Unveils "Never Naughty, Always Nice" Holiday Campaign Ft. Hundreds of Gifts at \$10 or Less, Free Santa Photos and In-Store Events

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Knocking over the tree is just festive enthusiasm!

With custom seasonal bowls, viral mini Lambchops, an irreverent "Holiday Eggplant" tradition and free in-store events, Petco is ready to help all pets feel special this season

SAN DIEGO, Oct. 13, 2026 /PRNewswire/ -- Let's be real: between dangling baubles that double as cat paw magnets, stolen gingerbread figures, counter-surfing missions, and wrapping paper that is torn to shreds before breakfast, the holidays are gloriously unhinged for pet families nationwide.



Today, Petco (NASDAQ: WOOF) officially kicked off its [2026 holiday campaign](#) "Never Naughty, Always Nice," proving once and for all that no matter what kind of merry mischief pets get into, they have a lifetime VIP pass to the Nice List. With Petco's 2026 Holiday collection featuring hundreds of new arrivals — and with 70% of them being priced at \$10 or less, the retailer has one mission: to help every good girl and boy feel special this holiday season.

Embracing the relatable chaos, quirky charm and deep nostalgia of the season, Petco is showing up as the ultimate source of holiday hype for pet parents. From gourmet "Petsgiving" culinary bowls and chill-out travel kits to head-to-toe holiday spa glow-ups at their in-store grooming salons, quirky stocking stuffers and the iconic Santa photo op, Petco has everything pet families need to turn holiday mayhem into pure magic.

"If your cat uses the Christmas tree as an obstacle course or your pup guards the Thanksgiving turkey like personal treasure, congratulations: you're having an authentic holiday!" said Petco Chief Customer and Product Officer, [Michael Romanko](#). "More and more, pets are the main characters in the family — furry, scaley and feathered children plopped at the center of holiday festivities. With our 2026 holiday campaign 'Never Naughty, Always Nice,' we're bringing serious fun and chef-level goodness to the season. Whether you're crafting a five-star feast for the whole family, helping an anxious pup navigate travel or snapping that chaotic Santa portrait, Petco is here to make sure pets are front and center for every single memory."

A 2026 Harris Poll survey found 95% of American pet parents consider their pets family members — and 83% say their pets are like their own children. That aligns with data from the American Pet Products Association, which projects U.S. pet industry spending to reach approximately \$173 billion in 2027, up from \$165 billion in 2026 and \$158 billion in 2025.

The holidays are more than gifts, though, and Petco knows it. The best of the brand's fun-first evolution and holiday campaign is coming to life at local Petco stores, with completely free events designed to turn simple shopping trips into full-on holiday experiences catered to families' beloved pets. From complimentary in-store pet food sampling stations where customers will learn how to build a feast-worthy Thanksgiving bowl for their pet, to the beloved pet photos with Santa sessions, Petco is giving pet parents and their sidekicks more ways than ever to celebrate together.

Holiday Mischief Meets Holiday Magic: Campaign Highlight

1. Gourmet Petsgiving Feasts

Table scraps are out; chef-worthy bowls are in. As human feasts are packed with sodium and ingredients that can upset pet tummies, Petco is helping pet parents dish up healthy, tail-wagging fine dining for this season's top dogs:

- **Fine Dining for the Nice List:** During Nov. 21–22, select Petco stores nationwide will host "Petsgiving" serving up fresh-frozen nutrition, freeze-dried raw bites as well as meal toppers from popular brands like Hill's, Ollie and Badlands Ranch. Pet parents can bring their hungry taste-testers to sampling events complete with recipe cards for recreating the holiday magic at home.
- **Tail-Wagging Sweets:** Every great holiday meal must have dessert, a lot of dessert. Pet parents can treat their pet to a seasonal collection of [cookies](#), [candy cane treats](#) and more guaranteed to have tails wagging for only \$3-9.

2. Holiday Shopping Without the Hassle

Petco makes checking off your holiday list breezy and budget-friendly all season long:

- **Black Friday & Cyber Monday:** Unbeatable savings across Black Friday and Cyber Week, including buy-one-get-one-free (BOGO) promotions on Holiday products.
- **Petco's "Nice List":** Every week during Nov. 21 through Dec. 25, Petco is treating everyone on their "Nice List" to special promotions across toys, apparel, accessories and treats.
- **Special Perks:** Sign up for a free [Petco Perks](#) account or Petco's [Perks Premier](#) membership to enjoy exclusive offers and Petco Cash opportunities. New Perks Premier members receive \$10 in Petco Cash when they sign up a dog or cat, and \$5 in Petco Cash for a small companion animal. Activate offers in the Petco app or online.
- **Fast & Flexible Delivery:** Free same-day delivery on eligible orders, fast curbside services with Petco's buy-online-pick-up-in-store (BOPUS) program, and nationwide shipping with clear holiday delivery deadlines.

3. Wrapped Up in a Bow: Viral Advent Calendars, New Traditions, Cat-Approved Fun & More

Curious paws need entertainment. Petco's curated toy and treat drops deliver big holiday cheer and serious stocking-stuffer bragging rights:

- **Countdown to the Holidays:** The completely new **Lambchop Advent Calendar** is a **Petco-exclusive gift** launching in November and packed with 12 mini and festive Lambchop plushies dressed in cozy holiday gear that keep dogs blissfully distracted from wrapped presents under the tree. For those looking to enjoy a festive countdown throughout December, Petco has **curated 12-Day Cat & Dog Advent Calendars** loaded with gourmet bites and daily interactive surprises for both canine and feline family members.
- **Hide, Seek, Repeat:** Petco is putting a playful spin on the classic hide-and-seek tradition with their new [Holiday Eggplant](#), a cheeky, purple plush icon perfect for hiding around the house so furry detectives can sniff it out.
- **No Wrapping Required:** Petco's holiday [Scratch Bag](#) offers a crinkle-happy zone built for cats to scratch, hide and pounce — all in the appropriate style for the season.
- **Picture-ready Twins:** [Pets](#) and their [humans](#) can cozy up in **matching PJs** for \$12 and make every holiday photo a little more adorable.

4. Culinary Crossover: The Ronnie Woo x Petco Holiday Cookbook

What happens when a dog-loving top chef and pet devotee designs a holiday feast for you and your two- and four-legged foodies alike? Pure magic. Petco teamed up with celebrity chef and television personality **Ronnie Woo** for a special culinary **collaboration that is launching exclusively at Petco**.

- **Dual-Recipe Holiday Feasts:** Pet parents looking to wow with show-stopping holiday recipes for the whole family can get Ronnie's first-of-its-kind cookbook "**Better for You, Better for Your Dog**" at Petco, starting in mid-November. It is packed with delicious recipe pairings of nutritious and approachable meals for humans with dog-safe, vet-reviewed equivalents that feature human-grade ingredients, nutrient-rich proteins and savory holiday flavor profiles.

5. Naughty-to-Nice Glow-Ups, Manners Training & Calming TLC

Between ringing doorbells, bustling parties and holiday road trips, the festive season can be a sensory rollercoaster for pets. Petco's expert pet grooming and training services are here to keep tails wagging stress-free:

- **Naughty-to-Nice Spa Packages:** Treat pups to a signature **DisneyMickey Mouse and Minnie Grooming Package**, launching in November and featuring spiced, seasonal spritzes, a festive holiday bandana and a tasty holiday cookie treat for the VIP pet.
- **Express Holiday Manners Training:** Master calm door greetings, curb counter-surfing urges, and nail cozy crate downtime during big gatherings with [Petco's group or private in-store dog training](#) lessons.
- **Travel & Chill Essentials:** From vet-recommended [calming chews](#) and [pheromone diffusers](#) to memory-foam [orthopedic beds](#) and [cozy pajamas](#), [sweaters](#) and [travel throws](#), Petco has pets' zen travel itinerary covered.

6. Photos with Santa, "Paws for Good" & Presents that Benefit Shelter Pets

Between chaotic Santa selfies and spreading holiday magic to pets in need, the season is all about celebrating and giving back:

- **The Purrfect Holiday Card:** The ultimate holiday photo-op returns to select Petco stores on December 12. All locations

will feature a hilarious "Naughty vs. Nice Meter" photo backdrop to keep it real on social media posts and holiday cards, in addition to select Petco stores offering **freephotos with Santa**. For this and all other events, pet parents can visit the [Petco Store Events](#) page to find a participating location near them.

- **Tis' the Season to Give Back:** In partnership with national nonprofit Petco Love, Petco will help deliver food to adoptable pets waiting for loving homes this winter. Pet parents can help shelter pets see their spot on the nice list with a \$3 or \$5 gift at checkout.
- **All Proceeds Save Lives:** When pet parents stuff stockings with [Petco Love's Plush Mystery Charm Adoptable Pet collectibles](#), they help save the lives of pets in need. Petco Love's blind boxes feature plush characters inspired by the personalities of real shelter pets — plus two rare mystery pets waiting to be found.

To view Petco's "Never Naughty, Always Nice" holiday collection, check out their holiday gift guide and find festive events near you, visit petco.com/category/holiday-shop or download the Petco app.

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About Petco

We're proud to be "where the pets go" to find everything they need to live their best lives for more than 60 years — from their favorite meals and toys, to trusted supplies and expert support from people who get it, because we live it. We believe in the universal truths of pet parenthood — the boundless boops, missing slippers, late night zoomies and everything in between. And we're here for it. Every tail wag, every vet visit, every step of the way. We nurture the pet-human bond in the aisles of more than 1,500 Petco stores across the U.S., Mexico and Chile. Customers experience our exclusive selection of pet care products, services, expertise and membership offerings in stores and online at petco.com, and on the [Petco app](#). In 1999, we founded [Petco Love](#). Together, we support thousands of local animal welfare groups nationwide and have helped find homes for over 7 million animals through in-store adoption events.

Media Contact

Ventura Olvera
pressinquiries@petco.com







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