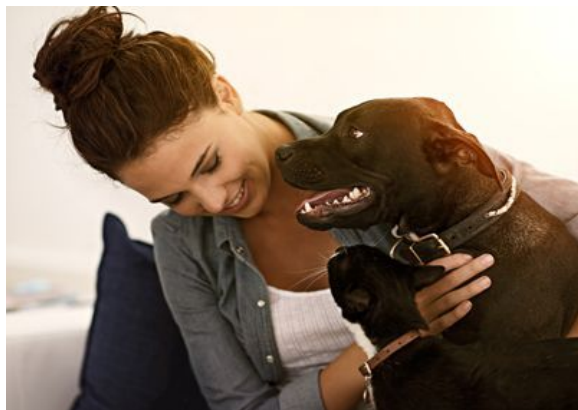


America's Pet Owners - US - July 2017

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"Pet ownership continues on an upward trajectory with growth experienced among all segments (pet food, pet supplies, veterinary services, pet services). An interest in keeping pets healthy, coupled with the rising cost of veterinary care, is propelling the market forward as veterinarian services overtake pet food as the largest segment in the pet industry."

- Dana Macke, Senior Research Analyst

This report looks at the following areas:

- Barriers to pet ownership shaped by income differences
- Men less likely to be won-over by adoption appeals
- Pet insurance not seen as a "must have" for aging pets

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