

Pet Supplies - US - June 2013

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“Pet owners seek out the same quality and attributes in products for their pets as they do for themselves. Innovation is adapting to meet these demands; however, marketers must be cautious about overwhelming and confusing consumers when it comes to choosing the right product for their pet.”

– Molly Maier, Category Manager, Health, Household, Beauty and Personal Care

In this report we answer the key questions:

- How will the humanization trend impact the pet supplies market?
- How can industry players capture unique interests of varied pet owners?
- How can pet supplies marketers target the lucrative Millennial generation?

Overall, the incidence of pet ownership in the U.S. has remained relatively stable in recent years and this helps to explain the steady growth in sales. The pet supplies market in the U.S. continues to grow at a steady pace, with an annual average growth rate of 3.8%. In 2012, Mintel expects the U.S. retail market for pet supplies to grow 19% from 2013-17 to reach nearly \$11.5 billion.

More than seven in 10 households own a pet of some type. The familial relationship between most people and their pets, dogs and cats in particular, ensures that spending on pets remains a priority for owners. The typical pet supplies shopper has sole responsibility for this task in his or her household, yet pet supplies purchase frequency is highly variable. In fact, pet supplies buyers are fairly evenly divided between low-, medium-, and high-frequency shoppers. This reflects the range of pet supplies available – from those that require frequent replenishment (ie, litter) to occasional purchases (ie, clothes).

The opportunity for makers and marketers in the market is to find ways to engage pet owners in frequent shopping activity – whether by making procurement methods more convenient or employing emotion-based marketing strategies to connect with pet owners. Additionally, innovation should continue to focus on trends toward humanization and specialization of pet supplies as a way to appeal to the important pet parent demographic.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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