

America's Pet Owners - US - September 2015

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"Owning a pet can be anxiety inducing, and each pet comes with its own unique set of challenges. These challenges may discourage pet owners from obtaining more pets or getting another pet after a pet passes away. The most common challenges include keeping the house clean, paying for medical care, and finding care for pets when away from home."

- Lindsey Rogers, Consumer Research Analyst

This report looks at the following areas:

- Sales of pets are flat, despite growing share in ownership
- Pets aren't always a walk in the park

The popularity of pets has resulted in a \$64.2 billion dollar industry that is expected to grow 16% through 2020. This growth will be led primarily by the veterinary services and pet food categories, though innovative services such as in-home veterinary care also have a part to play. Premium offerings should do especially well because the majority of pet owners see pets as part of the family and want to pamper them. Recommendations from others will also influence the choices of pet owners, many of whom seek out advice from veterinarians and read reviews online.

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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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