

## America's Pet Owners - US - August 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Pet ownership in the US continues to climb, propelling the market forward. The market reached an estimated \$86.7 billion in 2018 (up 6% over the prior year), with growth experienced among all segments (pet food, pet supplies, veterinary services, pet services)."

- Rebecca Cullen, Household Care Analyst

This report looks at the following areas:

- State of the pet population: dogs dominate, age of pet mirrors owner's
- Living situation, income shapes pet ownership
- What do pets mean to Americans?
- Miss Independent doesn't need a man, but maybe a pet
- Bonding and social activities present opportunities
- Pet health concerns suggest market potential

Looking ahead, the market will continue to see growth due to the new generation of pet owners that seek to provide pets with a healthy and happy life filled with products and experiences fit for human consumption.

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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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## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

Overview

Figure 1: Total US sales and fan chart forecast of pet care and services, at current prices, 2013-23

State of the pet population: dogs dominate, age of pet mirrors owner's

Highlights

Considerations

Figure 2: Age of dog/cat owned, by age of owner, March 2018

Living situation, income shapes pet ownership

Highlights

Considerations

Figure 3: Change in living situation, financial situation to encourage pet ownership, household income, housing situation, March 2018

What do pets mean to Americans?

Highlights

Considerations

Figure 4: Select roles of pets in our lives, by age, March 2018

Miss Independent doesn't need a man, but maybe a pet

Highlights

Considerations

Figure 5: Role of pets, by gender and marital status, March 2018

Bonding and social activities present opportunities

Highlights

Considerations

Figure 6: Attitudes toward spending time with pets, participation or interest in services or products for pets – Net, by dog/cat ownership, March 2018

Pet health concerns suggest market potential

Highlights

Considerations

Figure 7: Concerns about pet costs, usage or interest in pet health technology, by dog/cat ownership, March 2018

What it means

### The Market – What You Need to Know

Pet market forecast to grow at steady pace

Vet services comprise largest share of pet spend

Pet ownership climbing, Millennial milestones impact market

### Market Size and Forecast

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Pet market forecast to grow by 28% over next five years

Figure 8: Total US sales and fan chart forecast of pet care and services, at current prices, 2013-23

Figure 9: Total US sales and forecast of pet care products and services, at current prices, 2013-23

## Market Breakdown

Veterinary services account for majority of sales

Figure 10: Share of total US retail sales of pet care products and services, by segment, at current prices, 2016, 2018

## Market Factors

Americans love their pets – pet ownership continues to climb

Figure 11: Number of pet-owning households, 2010-17

Figure 12: Number of pet-owning households, by type of pet, 2010-17

Younger generations holding off on homeownership

Figure 13: Homeownership rate, by age of householder, 2017

## Key Players – What You Need to Know

Pets out on the town, brands and business promote adoption

Crackdown on fake service animals

Human brands enter pet space, link between pets and mental health gaining recognition

## What's Working?

Pet social

Who is doing this well?

Adoption promotions

Who is doing this well?

Figure 14: Adoptify ad: Milow, January 2018

Figure 15: Pedigree Adoptable Facebook Mask, October 2017

## What's Struggling?

Retail sales of pets

Faux service animals

## What's Next?

Brands target pet owners

What to watch?

Pets gain more attention as mental health aid

Haute dogs: it's all about what goes on and in your pets

What to watch?

On-the-rise wedding trend: PETS!

Pet-ertainment: fun with pets

## The Consumer – What You Need to Know

Pet owner demographics align with traditional stereotypes

Age reveals different motivations for pet ownership

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You've got a friend in me: dogs fill a familial role  
Cat and dog owners worry about unsupervised pets and costs  
The Experience Economy: don't forget about pets

## Pet Ownership and Acquisition

Cat and dog owners are similar  
Figure 16: Type of pet owned, by age, gender, household income, living situation, parental status, March 2018

Most stick to one pet in the home, pet population aging  
Figure 17: Profile of US dogs and cats, March 2018

Aging pet population mirrors human population  
Figure 18: Age of dog/cat owned, by age, generation, parental status, March 2018

Dog ownership propels breeder business  
Figure 19: Pet acquisition, by dog/cat ownership, March 2018

## Encouraging Pet Ownership

Pets are great company  
Figure 20: Encouraging pet ownership, March 2018

Younger adults consider lifestyle before getting a pet  
Figure 21: Encouraging pet ownership, by age, March 2018

Renters and low-income Americans have less space and money for pets  
Figure 22: Change in living situation, financial situation to encourage pet ownership, by household income, housing situation, March 2018

## Role of Pets

Keep calm and get a pet  
Figure 23: Role of pets, by dog/cat/other pet ownership, March 2018

Single women have strong emotional bond with pet  
Figure 24: Role of pets, by gender and marital status, March 2018

Lifestage impacts pets role in the family unit  
Figure 25: Fitbit Charge 2 – Big Day ad  
Figure 26: Role of pets, by age, March 2018

## Attitudes toward Pet Ownership

Owners miss their pets  
Figure 27: Attitudes toward pet ownership, by dog/cat ownership, March 2018

Younger adults looking to share experiences with pets  
Figure 28: Select attitudes toward pet ownership, by age, March 2018

## Pets: A Public Affair

Have dog, will travel: sharing experiences with pets  
Health-apps, classes should target Fido over Whiskers  
Figure 29: Participation or interest in services or products for pets, net, by dog/cat ownership, March 2018

Younger adults active with pets outside of the home  
Accommodating the working (pet) parent

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Figure 30: Participation or interest in services or products for pets, net, by age, March 2018

## Appendix – Data Sources and Abbreviations

Data sources  
Sales data  
Fan chart forecast  
Consumer survey data  
Consumer qualitative research  
Abbreviations and terms  
Abbreviations

## Appendix – The Market

Figure 31: Total US sales and forecast of pet care products and services, at inflation-adjusted prices, 2013-23  
Figure 32: Total US sales and forecast of pet care product and services, by segment, at current prices, 2013-23  
Figure 33: Total US sales and forecast of pet care product and services, by segment, at current prices, 2016 and 2018  
Figure 34: Total US retail sales and forecast of pet food, at current prices, 2013-23  
Figure 35: Total US retail sales and forecast of pet supplies, at current prices, 2013-23  
Figure 36: Total US sales and forecast of veterinary services, at current prices, 2013-23  
Figure 37: Total US sales and forecast of pet services, at current prices, 2013-23

## Appendix – The Consumer

Figure 38: Summary of bases for pet ownership, October 2009-November 2017

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