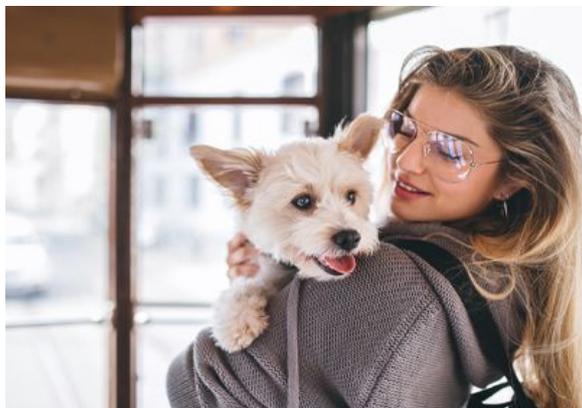


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"Americans are looking at the products and services made for them and asking: "why don't they have this for my pet?" From fresh food delivery to anti-anxiety offerings, products for pets are looking more like products for people every day. This is one of the major factors driving this market forward to an estimated \$96.4 billion in 2019."

- Dana Macke, Associate Director - Lifestyles & Leisure

This report looks at the following areas:

The pet market is made up of four segments: pet food, pet supplies, pet services and veterinary services. Together, these market segments are estimated to reach \$96.4 billion in 2019. Growth in the pet market has been strong in the past five years (5%+ annually) but is anticipated to decelerate slightly over the next five years. Even so, above-average growth is projected; a 28% increase is expected between 2019 and 2024.

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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

Definitions

Executive Summary

Market overview

Figure 1: Total US sales and fan chart forecast of pet care products and services, at current prices, 2014-24

Redefining Adulthood

The trend

The implication

Figure 2: Attitudes toward pet ownership – Pets understand owners, April 2019

Creature Comfort

The trend

The implication

Figure 3: Usage and interest – Out-of-home pet services, April 2019

Total Wellbeing

The trend

The implication

Figure 4: Pet health concerns, April 2019

Social Isolation

The trend

The implication

Figure 5: Attitudes toward pet ownership – Communicating with pets, April 2019

What it means

The Market – What You Need to Know

Pet market grew nearly 6% from 2018

Pet ownership remains stable

Owners treat pets more like people

Market Size and Forecast

Pet market nearing \$100 billion

Figure 6: Total US sales and fan chart forecast of pet care products and services, at current prices, 2014-24

Figure 7: Total US sales and forecast of pet care products and services, at current prices, 2014-24

Market Breakdown

Pet segments remain stable

Pet and vet services

Pet supplies

Pet food

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Figure 8: Pet segments as share of total market, at current prices, 2014-19

Market Factors

Pet ownership remains stable post-recession

Figure 9: Share of US households with pets, 2010-18

Fur babies are a first step for Millennial families

Figure 10: Median age at first marriage, by gender, 2008-18

Young adults enter the housing market

Figure 11: Primary residence type, March 2019

Housing priorities shift

Figure 12: Median lot size and median house size of new single-family houses sold excluding condominiums, 2009-17

Market Perspective – Humans First, Pets Next

Pet food good enough to eat

Fresh

Snacks

Customization

The eco-friendly pet

Reducing plastic waste

Pets let their hair down

Fit owners, fit pets

Pet gear

Partner workouts

Specialized classes

Key Trends – What You Need to Know

Pets express their own personal style

GPS trackers help us watch our watchdogs

Popular pets set trends online

Pets lighten the mood for traditional brands

Planning for a pet's life and death

Owners want to travel with pets, but not stress

Meat-free and loving it

What's Happening Now

Pets accessorized to match owner's aesthetic

Who's doing this well

Figure 13: Wild One walk kit, June 2019

Figure 14: The Foggy Dog Instagram post, June 2019

TV and toys keep pets entertained

Who's doing this well

Figure 15: iFetch Frenzy Interactive Brain Game

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Pet holidays give a reason to tweet and treat

Figure 16: Popularity of the search term "Puppy," June 2018-June 2019

Who's doing this well

Figure 17: National Puppy Day Twitter posts – Military organizations, March 2019

Figure 18: National Puppy Day Twitter posts – Sports organizations, March 2019

Celeb pets steal the show

Who's doing this well?

Figure 19: Taylor Swift – ME! (feat. Brendon Urie of Panic! At The Disco)

Figure 20: Kim Kardashian West Instagram post for The Secret Life of Pets 2, May 2019

Brands create "relatability" with pets in advertising

Who's doing this well?

Figure 21: Lulu & Lobo vs. the Woo Woo Monster, April 2019

Figure 22: Dog toys piling up? Track recurring payments with Control Tower(SM), March 2019

Figure 23: Introducing the new Propel® Card – Movie Night|Popular Streaming Services, January 2019

Tracking pets' activity and location

Who's doing this well?

What's Happening Next

Planning for pets' lives and deaths

Emerging opportunity: financial planning for pets

Figure 24: Nationwide veterinary pet insurance, mobile ad, June 2017

Pets need self-care too

Emerging opportunity: CBD pet products

Nipping at the plant-based market

Emerging opportunity: vegan pet food

Living their best (nine) lives

Figure 25: REI adventures for pets (April Fool's campaign), April 2019

Emerging opportunity: help owners bring their pets along

Figure 26: Smart Pet Love Snuggle Puppy, June 2019

Pets are just dirty enough

Emerging opportunity: messaging around the pet mess

Cuddle without the chaos

Emerging opportunity: part-time pets

Figure 27: CoPuppy | Pet Sharing, October 2018

The Consumer – What You Need to Know

Pets remain a part of most peoples' lives

Breed matters more for dog owners

Growing service market driven by dogs

Pet owners want to take their pets along

Medical professionals have the most sway

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Mental and emotional health are a priority

Pets are part of the family

Pet owner segmentation shows key opportunities

Pets and Their People

The majority of Americans have a pet in the household

Figure 28: Pet ownership – Type of pet and number of pets, April 2019

Pet owner profiles

Little distinction between pet owner profiles

Figure 29: Pet owner demographics, April 2019

Pet characteristics: dogs

Owners want small dogs, but not too small

Figure 30: Pet ownership – Size of dog, April 2019

The puppy phase is critical, but short

Figure 31: Pet ownership – Age of dog, April 2019

Pet characteristics: cats

The adult stage is extended for cats

Figure 32: Pet ownership – Age of cat, April 2019

Pet characteristics: other pets

Figure 33: Pet ownership – Other pets word cloud, April 2019

Pet Acquisition

Dogs are primarily “rescued”

Figure 34: Pet acquisition – Dogs, April 2019

Pet stores and breeders have less play for cats

Figure 35: Pet acquisition – Cats, April 2019

Pet Services

Out-of-home services

Opportunity areas: day care and pet training

Figure 36: Usage and interest – Out-of-home pet services, April 2019

In-home services

Opportunity area: video monitors

Figure 37: Usage and interest – In-home pet services, April 2019

Emerging services

Opportunity area: subscription services

Figure 38: Welcome, Pet Owners – Amazon commercial, April 2019

Figure 39: Usage and interest – Emerging pet services, April 2019

Opportunities for cat owners: subscriptions and pet sitting

Figure 40: Usage and interest – Pet services, by cat owners only and dog owners only, April 2019

How Pets Influence Owners

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Owners are tracking their own activity, not their pets'

Figure 41: Whistle 3 setup and specs, June 2019

Figure 42: Pet owner activities and preferences, April 2019

Pets in public

Figure 43: Pet owner activities – Bringing pets in public, April 2019

Have pet, will travel

Figure 44: Pet owner activities and preferences – Traveling with pets, April 2019

Cats may have emotional benefits, but dogs motivate physical activity

Figure 45: Pet owner activities and preferences, by cat only and dog only owners, April 2019

Young adults bring pets along

Figure 46: Pet owner activities and preferences – Pets in public, by age, April 2019

How Pet Owners Stay Informed

Vets play crucial role in guiding owners

Figure 47: Sources of pet information – Pet professionals, by age of pet, April 2019

Entertainment is an avenue to pursue

Figure 48: Jiffpom merchandise at Walmart, February 2019

Figure 49: Sources of pet information, April 2019

Dogs take the internet back from cats

Figure 50: Why Does Grumpy Cat Hate The Holidays? November 2018

Figure 51: Sources of pet information, by type of animal owned, April 2019

Pet Health Concerns

Wholly healthy pets, Batman!

Figure 52: Pet product examples – Healthy weight, June 2019

Figure 53: Pet product examples – Other health benefits, June 2019

Figure 54: Pet health concerns, April 2019

Anxiety can impact pets of all ages

Figure 55: Pet health concerns – Select items, by age of pet, April 2019

Owner anxiety might manifest as a pet concern

Figure 56: Pet health concerns – Select items, by age of owner, April 2019

Cat can't hide those extra pounds

Figure 57: Pet health concerns, by type of pet, April 2019

Attitudes toward Pet Ownership

Pet benefits go beyond the functional

Figure 58: Attitudes toward pet ownership – The pet/owner bond, April 2019

Also, dude, "pet owner" is not the preferred nomenclature

Figure 59: Attitudes toward pet ownership – Pet acquisition and experience, April 2019

Concerns of loneliness may prompt people to adopt a pet for their pet

Figure 60: Attitudes toward pet ownership – Pet worries, April 2019

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How people and pets communicate

Figure 61: Attitudes toward pet ownership – Communicating with pets, April 2019

Bond may be strong for cat owners, but attitudes differ

Figure 62: Attitudes toward pet ownership – Select items, by cat and dog owners, April 2019

In Their Words – Pet Personalities

Pet Enneagram types

In their dreams

Pet obsessions

Pet Owner Segmentation

Factors

Figure 63: Pet owner segments, April 2019

Rescues (35%)

Characteristics

Demographics

Opportunity

Figure 64: Demographic profile: Rescues segment, April 2019

Show Dogs (24%)

Characteristics

Demographics

Opportunity

Figure 65: Demographic profile: Show Dogs segment, April 2019

Lap Dogs (21%)

Characteristics

Demographics

Opportunity

Figure 66: Demographic profile: Lap Dogs segment, April 2019

Free Range (20%)

Characteristics

Demographics

Opportunity

Figure 67: Demographic profile: Free Range segment, April 2019

Figure 68: Interest in pet services, by pet owner segments, April 2019

Appendix – Data Sources and Abbreviations

Data sources

Fan chart forecast

Consumer survey data

Consumer qualitative research

Direct marketing creative

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Abbreviations and terms

Abbreviations

Terms

Appendix – The Market

Figure 69: Total US sales and forecast of pet care products and services, at current prices, 2014-24

Figure 70: Total US sales and forecast of pet care products and services, at inflation-adjusted prices, 2014-24

Figure 71: Total US sales and forecast of veterinary services, at current prices, 2014-24

Figure 72: Total US sales and forecast of veterinary services, at inflation adjusted prices, 2014-24

Figure 73: Total US sales and forecast of pet services, at current prices, 2014-24

Figure 74: Total US sales and forecast of pet services, at current prices, 2014-24

Appendix – The Consumer

Figure 75: Share of households with pets, 2010-18

Figure 76: Median age at first marriage, by gender, 2008-18

Figure 77: Median lot size and median house size, 2009-17

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