

America's Pet Owners: Incl Impact of COVID-19 - US - October 2020

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“It may be a tough year for humans, but 2020 has been great for pets. Cat and dog adoptions spiked prior to lockdowns in March and April, and now pet owners are spending more time at home with their furry loved ones.”

- **Kristen Boesel, Senior Lifestyles and Leisure Analyst**

This report looks at the following areas:

- The impact of COVID-19 on the overall pet market.
- Predictions for the current recession's effect on pet supplies, food and services.
- Examples and opportunities for brands to market to pet owners.
- Owners' attitudes toward owning and paying for a pet.

This year overall revenue for the pet care products and services market is expected to surpass \$100 billion. As consumers continue to endure the pandemic and recession, pet owners are spending more time at home with their pets. As a result, the bond between owners and their pets is deepening. Owners' desire to maintain their pets' health and pamper them with high-quality products will keep the pet market slowly growing through the recession. Pet services, however, may struggle to recover from lockdown era closures and a less essential role in pet ownership.

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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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