



America's Pet Owners - US - 2021

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This report looks at the following areas:

- Positive impact the COVID-19 pandemic has had on the pet care market as more Americans brought pets into their household
- Examples of brands that effectively acknowledge the important role that pets play in owners' lives
- Uncertain future of pet services such as boarding and day care as remote work appears here to stay
- Owners' interest in features of preventative care plans for their pets, despite low awareness of wellness coverage in general

The market for pet care products and services benefitted from an influx of new pets acquired during 2020 amid the COVID-19 pandemic. Most segments experienced larger than usual year over year growth; and though pet services such as groomers suffered, the post-pandemic outlook for the overall market is bright. Factors such as a falling birthrate mean pets play an increasingly important role in the lives of young adult owners, and the future is full of opportunities to cater to pet parents who wish to provide their animals with the best possible products and care.



“The number of households with pets grew in 2020 as people found themselves with more time to dedicate to pet ownership during the pandemic. In a time of uncertainty, pets have provided their owners with comfort, stability and a sense of identity.”

– **Kristen Boesel, Senior Lifestyles Analyst**

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