

America's Pet Owners - US - 2022

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This report looks at the following areas:

- Sales and market trends across pet food, pet supplies, veterinary services and pet care services
- Motivations for acquiring a pet and opportunities to strengthen the pet-owner bond
- Utilization of pet services and technology and the impact of anxiety on pets
- Attitudes and behaviors toward pet ownership and pet wellbeing

Inflation is driving sharp increases across pet products and services, but pet owners remain committed to pampering their pets even if it means cutting back in other areas. Category growth is expected through 2027 but at more moderate levels as inflationary pressure eases.

Opportunity abounds to cater to both pet and owner. Attentive pet owners are looking for premium products and experiences to share with their four-legged companions. Trends in the human market continue to influence the pet category such as sustainability, functional health benefits and premiumization. There are also opportunities for industries outside of the traditional pet care category, including travel and hospitality, to cater to owners looking to share experiences with their pets outside the home.



"The majority of Americans have pets and are committed to providing the best for their companions, even in the face of sharp price increases across pet products and services. The human market continues to influence trends in pet care including a focus on mental health, holistic wellness and premium experiences."

- Carol Wong-Li, Director – Consumers & Culture

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