

America's Pet Owners - US - September 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Americans love their pets to the tune of more than \$54 billion a year. For many, the household pet is member of the family like any other. Yet, the cost of ownership is rising at the same time that families have increasing financial responsibilities and burdens.”

– Fiona O’Donnell, Category Manager –
Multicultural, Lifestyles, Travel and Leisure

This report looks at the following areas:

- Are there any limits on what pet owners will do for (or spend on) their pets?
- Do pet owners welcome tech connections?
- How important are Hispanics to future growth in the market?

The majority of US households have pets, thus providing a solid foundation for strong and steady market performance. Growth reflects increased discretionary spending; many owners “humanize” their pets and spend on them accordingly. Owners that spare no expense for their pets comprise a notable subsegment of the market. However, market participants must remember that significantly more pet owners respond to affordable product and service innovations that reduce the burdens of ownership while increasing convenience and joy (eg lightweight cat litter, innovative toys).

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

America's Pet Owners - US - September 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Scope and Themes

What you need to know

Definition

Data sources

Sales data

Consumer survey data

Abbreviations and terms

Abbreviations

Terms

Executive Summary

The pet market is estimated at \$54.5 billion in 2014

Figure 1: Total US retail sales and fan chart forecast of the pet market at current prices, with best and worst case scenarios, 2009-19

Pet food and veterinary services are the two largest market segments

Figure 2: Sales of pets, pet products, supplies, and services, segmented by type, 2014

Market drivers

The consumer

Pets are a part of the quintessential family unit

Figure 3: Household pet ownership, July 2014

Most adults plan to have a pet

Figure 4: Plans for pets in the future, by pets while growing up, July 2014

Responsibility and expense are barriers to pet ownership

Figure 5: Top reasons for not having pets, July 2014

Pet owners want the best for their animals

Figure 6: Attitudes toward pet's holistic health, July 2014

Most adults agree pets should be micro-chipped

Figure 7: Attitudes toward tech assistance for pet care, July 2014

Four in 10 kids take care of a pet in the household most of the time

Figure 8: Kids responsible for taking care of a pet, by gender, November 2012-December 2013

Hispanics embrace pet ownership

Figure 9: Household pet ownership, by race/Hispanic origin, July 2014

What we think

Issues and Insights

Are there any limits on what pet owners will do for (or spend on) their pets?

The issues:

The implications:

Do pet owners welcome tech connections?

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

America's Pet Owners - US - September 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

The issues:

The implications:

How important are Hispanics to future growth in the market?

The issues:

The implications:

Trend Application

Trend: Click and Connect

Trend: Second Skin

Trend: Mood to Order

Market Size and Forecast

Key points

Americans LOVE their pets

Figure 10: Total US retail sales and forecast of the pet market, at current prices, 2009-19

Figure 11: Total US retail sales and forecast of the pet market, at inflation-adjusted prices, 2009-19

Fan chart forecast

Figure 12: Total US retail sales and fan chart forecast of the pet market at current prices, with best and worst case scenarios, 2009-19

Market Drivers

Key points

Majority of American households own pets

Shifts in key age groups create market opportunities

Figure 13: Total US population, by age, 2009-19

Families are more likely to be pet owners; childless households offer opportunities

Figure 14: Number of households, by presence of own children, 2003-13

The influence of the Hispanic pet owner

Figure 15: Population, by Hispanic origin, 2009-19

Increased consumer confidence provides impetus for impulse purchases

Figure 16: Consumer Sentiment Index, January 2007-July 2014

Segment Overview

Key points

The cost of purchasing a pet is just the tip of the iceberg

Figure 17: Sales of pets, pet products, supplies, and services, segmented by type, 2012 and 2014

Segment Performance – Pet Food

Key points

Americans spend more than \$20 billion on pet food

Pet food sales outlook is positive

Figure 18: Total US retail sales and forecast of pet food, at current prices, 2009-19

Figure 19: Total US retail sales and forecast of pet food, at inflation-adjusted prices, 2009-19

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

America's Pet Owners - US - September 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Segment Performance – Veterinary Services

Key points

What's good for veterinarians is costly for pet owners

Advances in veterinary medicine can extend a pet's life

Figure 20: Sales and forecast of veterinary services, at current prices, 2009-19

Figure 21: Sales and forecast of veterinary services, at inflation-adjusted prices, 2009-19

Segment Performance – Pet Supplies

Key points

Recession-resilient segment exceeds \$12 billion annually

Litter/deodorant and dog/cat supplies account for majority of supply sales

Pet supply sales forecast to increase 21% between 2014 and 2019

Figure 22: Sales and forecast of pet supplies, at current prices, 2009-19

Figure 23: Sales and forecast of pet supplies, at inflation-adjusted prices, 2009-19

Segment Performance – Pet Services

Key points

Pampered pets lead to 42% growth

Pet services to grow 29% between 2014 and 2019

Figure 24: Sales and forecast of pet services, at current prices, 2009-19

Figure 25: Sales and forecast of pet services, at inflation-adjusted prices, 2009-19

Segment Performance – Pet Sales

Key points

About \$2.2 billion a year is spent on buying a pet

Figure 26: Sales and forecast of pets, at current prices, 2009-19

Figure 27: Sales and forecast of pets, at inflation-adjusted prices, 2009-19

Innovation and Innovators

IKEA – Home for Hope

Figure 28: IKEA Singapore, Home for Hope Video, 2014

Zoetis

Luxury Pet Hotels and Spas

Rover.com

Meals on Wheels, Fort Collins, Colo.

PetChatz

Figure 29: PetChatz, Greet & Treat Your Pets from Anywhere, Anytime video, 2013

Marketing Strategies

Overview

Theme: The Human/Animal Connection

Figure 30: Petco, "The Power of Together – Companions," 2013

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

America's Pet Owners - US - September 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 31: Petco, "One to Remember – Summer," May 2014

Theme: Anthropomorphism

Figure 32: FreshPet, "The Freshpet Story," 2013

Figure 33: Friskies SauceSations Commercial, 2014

Theme: Convenience/Assistance

Figure 34: Top 10 claims associated with new pet supply product launches – 2009-14

Figure 35: Tidy Cats Light Weight Litter, Hidden Camera video, 2013

Theme: Your Brand/Service Provider Cares

Figure 36: Dog for Dog, Now in Walgreens, 2014

Figure 37: Pedigree, "Good Food: See What Good Food Can Do(TM)," 2014

Theme: Connecting

Pet Ownership by the Numbers

Key points

Majority of US households own a pet

Figure 38: Household pet ownership, July 2014

US households own more than 95 million cats and 83 million dogs

Figure 39: Number of households that own pets and total number of pets owned, by type, 2013/2014

Oldest adults least likely to have pets in their household

Figure 40: Household pet ownership, by age, July 2014

Higher-income households more likely to own pets

Figure 41: Household pet ownership, by household income, July 2014

Children and pets a perfect fit

Figure 42: Household pet ownership, by presence of children in household, July 2014

Pet owners are more likely to own their own home

Figure 43: Household pet ownership, by primary residence, July 2014

Pet owners most likely had a pet as a child

Figure 44: Household pet ownership, by pets while growing up, July 2014

Multi-pet owners a significant group

Figure 45: Household pet ownership – Frequency groups, by dog and cat owners, July 2014

Plans for Pets in the Future

Key points

Seven in 10 adults plan to have a pet in the future

Figure 46: Plans for pets in the future, by age, July 2014

Most adults plan to have a pet, regardless of income

Figure 47: Plans for pets in the future, by household income, July 2014

Adults with children more likely to foresee a pet in their future

Figure 48: Plans for pets in the future, by presence of children in household, July 2014

Adults who grew up with pets want them the most

Figure 49: Plans for pets in the future, by pets while growing up, July 2014

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

America's Pet Owners - US - September 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Reasons for Dog/Cat Ownership

Key points

Most adults acquire a pet because they want one

Figure 50: Reasons for dog/cat ownership, July 2014

Men more likely to go along with the decision to get a pet

Figure 51: Reasons for dog/cat ownership, by gender, July 2014

Majority of dog owners have a dog for the enjoyment they provide

Figure 52: Reasons for dog ownership, by gender, July 2014

Many men agree to own a cat because of someone else

Figure 53: Reasons for cat ownership, by gender, July 2014

Reasons for Not Having Pets

Key points

Responsibility and expense block pet ownership

Figure 54: Reasons for not having pets, by gender, July 2014

Older adults less likely to want the responsibility of pet care

Figure 55: Reasons for not having pets, by age, July 2014

Cost precludes many low-income householders from owning pets

Figure 56: Reasons for not having pets, by household income, July 2014

Responsibility for Pet Care

Key points

More than four in 10 owners are solely responsible for pet's care

Figure 57: Responsibility for dog(s)/cat(s) care and attitudes toward health, by gender, July 2014

Sole responsibility for pet care is highest for adults 25-34

Figure 58: Responsibility for dog(s)/cat(s) care and attitudes toward health, by age, July 2014

Attitudes toward Pet Health and Welfare

Key points

Adults are generally concerned about pet health and wellbeing

Figure 59: Responsibility for dog(s)/cat(s) care and attitudes toward health, by gender, July 2014

Adults aged 55+ more focused on their pet's health and wellbeing

Figure 60: Responsibility for dog(s)/cat(s) care and attitudes toward health, by age, July 2014

Trust Issues for Pet Owners

Key points

Pet owners split on who to trust with their pet's wellbeing

Most pet owners are nonchalant about pet-related technology

Figure 61: Caring for dog(s)/cat(s), by gender, July 2014

Adults age 55+ more likely to trust their vet; less likely to count on others

Pet-related technology of greater interest to younger adults

Figure 62: Caring for dog(s)/cat(s), by age, July 2014

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

America's Pet Owners - US - September 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Wealthiest households most trusting of others for pet care

Adults earning \$150K+ most interested in pet-related technology

Figure 63: Caring for dog(s)/cat(s), by household income, July 2014

Attitudes toward a Holistic Approach to Health

Key points

Pet owners want the best for their animals

Figure 64: Attitudes toward pet's holistic health, July 2014

Men somewhat more likely to take action

Figure 65: Attitudes toward pet's holistic health, by gender, July 2014

Older adults less likely to take action

Figure 66: Attitudes toward pet's holistic health, by age, July 2014

Attitudes toward Technology Assistance

Key points

Most adults agree pets should be micro-chipped

Figure 67: Attitudes toward tech assistance for pet care, July 2014

Men slightly more interested in tech assistance

Figure 68: Attitudes toward tech assistance for pet care, by gender, July 2014

Younger adults more receptive to tech assistance

Figure 69: Attitudes toward tech assistance for pet care, by age, July 2014

Trust in Pet Food/Pet Food Brands

Key points

Most adults believe there are differences among pet foods brands

Figure 70: Trust in pet food/pet food brands, July 2014

Men are more likely than women to say pet food brands are all the same

Figure 71: Trust in pet food/pet food brands, by gender, July 2014

Young adults more likely to agree that pet food brands are all the same

Figure 72: Trust in pet food/pet food brands, by age, July 2014

Kids' Responsibility for Pet Care

Key points

Four in 10 kids take care of a pet in the household most of the time

Figure 73: Kids responsible for taking care of a pet, by gender, November 2012-December 2013

Half of girls 9-11 take care of their pet most of the time

Figure 74: Kids responsible for taking care of a pet, by gender and age, November 2012-December 2013

Kids who take care of pets have more responsibilities than other kids

Figure 75: Household responsibilities, by take care of pet, November 2012-December 2013

Impact of Race and Hispanic Origin

Key points

Pet ownership highest for Hispanic households

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

America's Pet Owners - US - September 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 76: Household pet ownership, by race/Hispanic origin, July 2014

Eight in 10 Hispanics have future plans to own a pet

Figure 77: Plans for pets in the future, by race/Hispanic origin, July 2014

Hispanics have more diverse reasons for owning a pet

Figure 78: Reasons for dog/cat ownership, by race/Hispanic origin, July 2014

Black and Hispanic adults more likely to be solely responsible for pet care

Figure 79: Responsibility for dog(s)/cat(s) care and attitudes toward health, by race/Hispanic origin, July 2014

Responsibility for care and cost are barriers to pet ownership

Figure 80: Reasons for not having pets, by race/Hispanic origin, July 2014

Appendix – Other Useful Consumer Tables

Pet ownership

Figure 81: Pet ownership, February 2007-March 2014

Figure 82: Pet ownership, by household income, January 2013-March 2014

Figure 83: Pet ownership, by presence of children in household, January 2013-March 2014

Figure 84: Pet ownership, by region, January 2013-March 2014

Figure 85: Pet ownership, by race/Hispanic origin, January 2013-March 2014

Dogs in household

Figure 86: Number of dogs in household, by household income, January 2013-March 2014

Figure 87: Number of dogs in household, by race/Hispanic origin, January 2013-March 2014

Figure 88: Number of dogs in household, by region, January 2013-March 2014

Cats in household

Figure 89: Number of cats in household, by household income, January 2013-March 2014

Figure 90: Number of cats in household, by race/Hispanic origin, January 2013-March 2014

Figure 91: Number of cats in household, by region, January 2013-March 2014

Household pet ownership

Figure 92: Household pet ownership, by gender, July 2014

Figure 93: Household pet ownership, by gender and age, July 2014

Figure 94: Household pet ownership, by marital/relationship status, July 2014

Figure 95: Household pet ownership, by area, July 2014

Figure 96: Household pet ownership, by plans for pets in the future, July 2014

Figure 97: Household pet ownership – Frequency groups (3+), July 2014

Reasons for dog/cat ownership

Figure 98: Reasons for dog/cat ownership, by age, July 2014

Figure 99: Reasons for dog/cat ownership, by gender and age, July 2014

Figure 100: Reasons for dog/cat ownership, by household income, July 2014

Reasons for not having pets

Figure 101: Reasons for not having pets, by presence of children in household, July 2014

Attitudes toward pet health

Figure 102: Responsibility for dog(s) care and attitudes toward health, by gender, July 2014

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

America's Pet Owners - US - September 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 103: Responsibility for cat(s) care and attitudes toward health, by gender, July 2014

Figure 104: Responsibility for dog(s)/cat(s) care and attitudes toward health, by household income, July 2014

Trust issues for pet owners

Figure 105: Caring for dog(s), July 2014

Figure 106: Caring for cat(s), July 2014

Figure 107: Caring for cat(s), by gender, July 2014

Attitudes toward pets

Figure 108: Attitudes toward pets, by household income, July 2014

Impact of race and Hispanic origin

Figure 109: Caring for dog(s)/cat(s), by race/Hispanic origin, July 2014

Figure 110: Attitudes toward pets, by race/Hispanic origin, July 2014

Appendix – Information Resources, Inc. Builders Panel Data Definitions

SymphonyIRI Consumer Network Metrics

Appendix – Trade Associations

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com