



# Pet Industry Fact Sheet

The pet industry is booming.

Check out the following statistics obtained from APPA's 2009/2010 National Pet Owners Survey:

## Pet Ownership

- According to the 2009/2010 National Pet Owners Survey, 62% of U.S. households own a pet, which equates to 71.4 million homes.
- In 1988, the first year the survey was conducted, 56% of U.S. households owned a pet as compared to 62% in 2008
- For 2010, it is estimated that \$47.7 billion will be spent on our pets in the U.S.

### Breakdown of pet ownership in the U.S. according to the 2009-2010 National Pet Owners Survey:

Number of U.S. Households that Own a Pet (millions)
Bird 6.0
Cat - 38.2
Dog - 45.6
Equine - 3.9
Freshwater Fish - 13.3
Saltwater Fish - 0.7
Reptile - 4.7
Small Animal - 5.3

Total Number of Pets Owned in the U.S. (millions)
Bird 15.0
Cat - 93.6
Dog - 77.5
Equine - 13.3
Freshwater Fish - 171.7
Saltwater Fish - 11.2
Reptile - 13.6
Small Animal - 15.9

U.S. Pet Ownership*	Dog	Cats	Birds	Horses
Percent of households owning	37.2%	32.4%	3.9%	1.8%
Number of households owning	43,021,000	37,460,000	4,453,000	2,087,000
Average number owned per household	1.7	2.2	2.5	3.5
Total number in United States	72,114,000	81,721,000	11,199,000	7,295,00

\*Source: 2007 U.S. Pet Ownership & Demographics Sourcebook

## Spending

The following spending statistics are gathered by APPA from various market research sources and are not included in the organization's bi-annual National Pet Owners Survey.

<b>Total U.S. Pet Industry Expenditures</b>	
Year	Billion
2010	\$47.7 Est.
2009	\$45.5
2008	\$43.2
2007	\$41.2
2006	\$38.5
2005	\$36.3
2004	\$34.4
2003	\$32.4
2002	\$29.5
2001	\$28.5
1998	\$23
1996	\$21
1994	\$17

<b>Estimated 2010 Sales within the U.S. Market</b>		<b>Actual Sales within the U.S. Market in 2009</b>	
<i>For 2010, it is estimated that \$47.7 billion will be spent on our pets in the U.S.</i>			
Breakdown		Breakdown	
Food	\$18.28 billion	Food	\$17.56 billion
Supplies/OTC Medicine	\$11.01 billion	Supplies/OTC Medicine	\$10.41 billion
Vet Care	\$12.79 billion	Vet Care	\$12.04 billion
Live animal purchases	\$2.21 billion	Live animal purchases	\$2.21 billion
Pet Services: grooming & boarding	\$3.45 billion	Pet Services: grooming & boarding	\$3.36 billion

*Unless otherwise stated, spending statistics are gathered by APPMA from various market research sources and are not included in the organization's bi-annual Pet Owners Survey.*

According to the 2009/2010 APPMA National Pet Owners Survey, basic annual expenses for dog and cat owners in dollars include:

<b>Annual expenses for dog and cat owners in dollars</b>		
	<b>Dogs</b>	<b>Cats</b>
Surgical Vet Visits	532	3278
Pet Food	229	203
Pet Kennel Boarding	273	255
Pet Routine Vet	225	203
Groomer/Grooming Aids	66	22
Pet Vitamins	61	28
Pet Treats	64	37
Pet Toys	40	19

# 2010 Pet Products Trend Report

**We pamper them.** We bring them wherever we go. We surprise them with something new on special occasions. They even get holiday presents. They are our pets! From high-end items to high-tech items, products for our companion animals now extend beyond traditional necessities. The American Pet Products Association (APPA) presents top pet product trends for 2010. Reducing Your Pets Carbon PAW print

**Around the world** people are making conscious efforts to help our planet Earth, and the pet industry is no exception. From natural litters to toys, accessories and organic food options, earth-friendly pet products are sprouting up everywhere. Going to the Dogs

**More and more companies** traditionally known for human products are going to the dogs, and cats, and reptiles. Big name companies including like Paul Mitchell, Omaha Steaks, Origins, Harley Davidson and Old Navy are now offering lines of pet products ranging from dog shampoo, pet attire, and name-brand toys to gourmet treats and food. Pets Welcome

**Many hotels across the country** are adopting pet friendly policies. Several chains have announced new pet-friendly policies that include everything from oversized pet pillows, plush doggie robes, to check-in gift packages that include a pet toy, dog treat, ID tag, bone and turn down treat. Some even have a licensed dog masseuse on staff. Pet Products Sold Here

**Shopping for pet products** is becoming easier than ever with an increasing variety of retail outlets now selling pet products. Right along side fertilizer and shovels, shoppers can now find pet products such as doggie doors and yellow lawn spot removers sold at many lawn and garden stores, nurseries, and major home improvement stores including Home Depot. Ultra-Clean...

**Pet-owners take grooming** one step beyond a haircut, a quick bath and a nail trim. Mouthwash and an electric toothbrush for canines are routine steps in a beauty session for some pooches. Birds receive daily pedicures with special cage perches, while others enjoy manicures complete with nail polish. Pet-owning homes stay cleaner with automatic, self-flushing litter boxes, cleaning cloths for muddy paws that mimic traditional baby wipes, and scented gel air fresheners to keep rooms free of pet odors. Dinner is Served

**Today's pet foods** include complete and balanced diets that tantalize our pets' taste buds and satisfy their tummies. Formulas for puppies and kittens, specialized meals for reptiles, birds and fish and diets for senior pets ensure a long and healthy life for our beloved companions. State-of-the-Art

**High-tech products** including computerized identification tags, digital aquarium kits, automatic doors and feeders, enhanced reptile terrarium lighting systems and touch-activated toys help pet-owners take care of companion animals with ease and precision. Loosen Up

**As pet owners meditate** in yoga class, cats relieve stress by frolicking in a toy gym or relaxing in a feline spa before enjoying herbal catnip packaged in a tea bag. Dogs sip fresh water from flowing fountains after a soothing rub with a doggie massager. Help Yourself!

**Products designed with convenience** in mind lead this trend. Programmable feeding and drinking systems, automatic and battery-operated toys, self-cleaning litter boxes and self-warming pet mats let pets virtually care for themselves! Straight from the Catwalk

**Faux mink coats, hipster lumberjack vests,** designer plaid jackets, matching jeweled and leather collar and leash sets, Halloween costumes, and holiday outfits keep pets in fashion throughout the year. Upscale leather carriers complete with a cell phone and water bottle holder are the perfect accessories to keep the pet owner in style as well. Keep on Truckin'

**Whether it's a quick trip** to the supermarket or a long ride to the beach, companion animals are now traveling animals too. Buckled up in a harness, seat belt system or a portable carrier, these pets stay

safe and secure while on the road. Food and water along with safety supplies are on hand in all-in-one kits, waste disposal systems make for easy clean-up on quick stops and motion sickness aids are available too. Hello, My Name Is...

**From monogrammed sweaters** and personalized food and water bowls to digitized collar tags and hand-made treats, owners embrace their pets as true members of the American family celebrating their fluffy, finned and feathered companions with their very own belongings.

## Health Benefits

- **Pets Help to Lower Blood Pressure** A recent study at the State University of New York at Buffalo found that people with hypertension who adopted a cat or dog had lower blood pressure readings in stressful situations than did those who did not own a pet. (Dr. Karen Allen, State University of New York at Buffalo)
- **Pets Help to Reduce Stress** Walking with a pet helps to sooth nerves and offers instant relaxation. Studies conducted worldwide have shown that the impact of a stressful situation is lesser on pet owners, especially males, than on those who do not own a pet. (Josephine M. Wills, Waltham Centre for Pet Nutrition, United Kingdom)
- **Pets Help to Prevent Heart Disease** Because pets provide people with faithful companionship, research shows they may also provide their owners with greater psychological stability, thus a measure of protection from heart disease. (National Institute of Health Technology Assessment Workshop: Health Benefits of Pets)
- **Pets Help to Lower Health Care Costs** People with pets actually make fewer doctor visits, especially for non-serious medical conditions. (National Institute of Health Technology Assessment Workshop: Health Benefits of Pets)
- **Pets Help to Fight Depression** Pets help fight depression and loneliness, promoting an interest in life. When seniors face adversity or trauma, affection from pets takes on great meaning. Their bonding behavior can foster a sense of security. (Between Pets and People: The Importance of Animal Companionship)

Source: APPA's 2009/2010 National Pet Owners Survey