

DEEP DIVE INTO THE GLOBAL PET INDUSTRY

Paws, Whiskers & Wallets

MARKET SIZE & GROWTH

As of 2021, the global pet care market was valued at approximately \$232 billion. The market was expected to grow at a CAGR (Compound Annual Growth Rate) of around 5% from 2021 to 2027.

\$232 BILLION MARKET



PET OWNERSHIP

In the U.S., 67% of households, or about 85 million families, own a pet, according to the 2019-2020 National Pet Owners Survey conducted by the American Pet Products Association (APPA).

Dogs and cats remain the most popular pets, with 63.4 million and 42.7 million U.S. households owning them, respectively.

67% HOUSEHOLD



SPENDING

In 2020, U.S. pet industry expenditure was estimated to be \$99 billion.

The average dog owner spends around \$1,380 per year on their pet, while cat owners spend about \$908.

\$99 BILLION EXPENDITURE



PET FOOD & PRODUCTS

The global pet food market size was valued at around \$87 billion in 2020.

Natural pet products have been on the rise, with over 70% of pet owners considering the ingredient list when purchasing pet food.

\$87 BILLION FOOD MARKET



PET SERVICES

Pet grooming and boarding services combined were projected to generate over \$8 billion in revenue in the U.S. in 2020.

The pet insurance industry has been growing, with over 2.8 million pets insured in the U.S. in 2020.

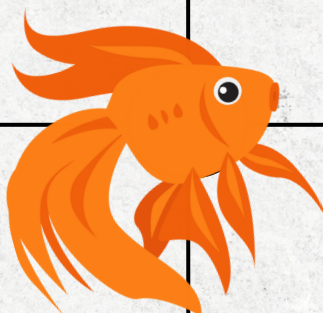
2.8 MILLION PETS INSURED



TECHNOLOGY & PETS

The pet tech industry, which includes smart collars, pet trackers, and pet cameras, was valued at over \$5 billion in 2020.

\$5 BILLION



ADOPTION & RESCUE

Approximately 6.5 million companion animals enter U.S. animal shelters every year. Of those, approximately 3.3 million are dogs and 3.2 million are cats.

About 1.5 million shelter animals are euthanized each year.

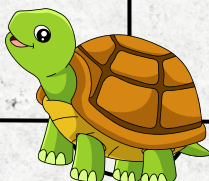
1.5 MILLION SHELTER ANIMALS



EXOTIC PETS

In the U.S., it's estimated that there are over 9 million reptiles kept as pets.

9 MILLION REPTILES



PET MEDICATIONS & HEALTH

The global animal health market was valued at approximately \$35 billion in 2019.

Flea and tick products alone accounted for over \$2.5 billion in sales in the U.S. in 2020.

\$35 BILLION HEALTH MARKET

