U.S. Equine Market, 2nd Edition

Description:

It's been a tough few years for the U.S. equine industry. The recession took its toll, and horse ownership levels dropped, causing a decline in the market for equine products (4% annually since 2009, Packaged Facts found).

But in our new report, U.S. Equine Market, 2nd Edition, Packaged Facts finds reasons for hope for the equine world. With the largest horse population of any country in the world, the U.S. (and in particular states such as Kentucky and Oklahoma) relies on the equine industry for a vital economic impact. Growing interest in natural horsemanship techniques and products, as well as continued R&D efforts to develop new feed and supplements targeting equine-specific health issues, are additional positive signs that the equine market has not disappeared. As the economy slowly recovers, things should be looking up for this industry.

U.S. Equine Market, 2nd Edition highlights strategic directions for current and prospective marketers, with a forward-looking focus on high-growth product segments and market drivers. The report provides a comprehensive overview of the market, covering cross-market trends and opportunities through 2017 in both equine supplies and services. It thoroughly reviews competitive, new product and retail trends, as well as trends in equine owner demographics.

The report estimates the size and composition of this market and forecasts growth trends. It also tracks the major marketers participating in the equine market and provides a bird's eye view of the major equine services. Highlights include the impact of the recession and economic recovery; recent mergers and acquisitions; advertising and promotional trends including cause marketing; green initiatives; specialty diet products; condition-specific feeds and supplements; and non-traditional equine services such as equine massage and acupuncture. Dozens of images of equine products and consumer ads are included.

Contents:

Chapter 1: Executive Summary
Scope and Methodology
Scope of Report
Two Product Categories
Report Methodology
Market Trends
Equine Market Sales on the Decline
Figure 1-1 Share of Equine Market Sales by Category, 2013 (percent)
U.S. Home to More Than 10 Million Horses
An Industry in Decline
Unwanted Horses
Natural Horsemanship
Competitive Trends
The Competitive Landscape
The Major Marketers
Equine Pharmaceutical Companies
Equine Product Retailers
Marketing and New Product Trends
Marketing Trends
New Product Trends
New Feed Products
New Supplements and Feed Additives
Horse Health Care Products
Equine Services
Consumer Trends
Horse Ownership Trends
Figure 1-2 Pet Ownership vs. Horse Ownership as Percentage of U.S. Households, 2004-2012 (percent)
Figure 1-3 Percentage Share of Horse Population by State, 2012
Chapter 2: The Market

Introduction
Scope of Report
Two Product Categories
A Note on the Hay Market
Report Methodology
Types of Domesticated Equines
Types of Horse Owners
Market Size and Composition
Equine Market Sales on the Decline
Table 2-1 U.S. Equine Market Sales, 2009, 2013, 2017 (millions)
Figure 2-1 Share of Equine Market Sales by Category, 2013 (percent)
Horse Owner Expenses
Table 2-2 Annual Expenditures of Horse Operations, Virginia: 2010 (dollars)
Illustration 2-1 HorseChannel.com Horse Cost Calculator
The Horse Population
U.S. Home to More Than 10 Million Horses
Table 2-3 Horse Population, U.S. and World: 2008-2012 (in thousands and percent)
Table 2-4 Global Horse Population, Countries with Populations Over One Million: 2012 (in thousands)
Horses by Type
American Quarter Horse
American Paint Horse
Thoroughbreds
Other Horse Types
Figure 2-2 Share of Horse Population by Breed, 2013 (percent share)
Horse Disciplines
Market Outlook
An Industry In Decline
The Increasing Cost of Ownership
Unwanted Horses
Illustration 2-2 A Home for Every Horse Website
Humane Society and Rescue Organizations Provide Alternatives
Illustration 2-3 Screenshot from a Video Promoting the Doris Day Horse Rescue and Adoption Center
Wild Horse Population
Illustration 2-4 Bureau of Land Management Burros in a Pen
Horses Remain a Beloved Part of U.S. Culture
The .horse Top-Level Domain
Horse-themed Radio Station
Illustration 2-5 Banner Ad for Flying SL Ranch Radio
Horse-Focused Television Station
Equine Therapy
Economic Impact of Equine Industry
Kentucky
Table 2-5 Economic Impact of Kentucky Equine Industry, 2012
Virginia
New York
Oklahoma
Table 2-6 Economic Impact of Oklahoma Equine Industry, 2012
Environmental Impact of Equine Industry
Natural Horsemanship
Natural Equine Products
Legislation
Prevent All Soring Tactics Act Introduced
Horse Transportation Safety Act of 2013 Introduced
The Horseracing Integrity and Safety Act of 2013
Legislation Impacting Horse Slaughter
Looking Ahead
Horse Ownership Reaches Plateau
Costs for Feed, Services Continue to Rise
Unwanted Horses Remain a Problem
Growing Interest in Natural Horse Products
Chapter 3: Highlights
Chapter 3: Competitive Trends
Introduction
The Competitive Landscape
Mergers and Acquisitions
Pfizer Spins Off Zoetis
Cargill Acquires Provimi
Cargill Acquires Pennfield Feed Mills
Manna Pro Acquires Three Brands from Summit
Eli Lilly Acquires Novartis
Purina Animal Nutrition Partners with Science Supplements
Kent and Blue Seal Consolidate
Other Acquisitions
The Major Marketers
Land O'Lakes/Purina Mills
Cargill
Illustration 3-1 Nutrena Feed Selector
Manna Pro
Farnam
MARS, Inc. and Buckeye
Kent/Blue Seal
Table 3-1 Selected Marketers and Brands of Equine Products, 2014
Equine Pharmaceutical Companies
Overview
Zoetis
Merial (Sanofi)
Merck Animal Health
Other Companies
Bayer Animal Health
Novartis Animal Health
Virbac
Equine Product Retailers
Little "One-Stop Shopping" in Equine Market
Table 3-2 Share of U.S. Retail Sales of Pet Products Market by Channel, 2013 (percent)
Valley Vet Supply
Illustration 3-2 Valley Vet Supply Website
Jeffers Equine
Illustration 3-3 Jeffers Equine Website
Tractor Supply Co.
Illustration 3-4 Tractor Supply Co. Website Horse Page
State Line Tack and Horse.com
Illustration 3-5 State Line Tack Website
KBC Horse Supplies
Illustration 3-6 KBC International Website
Doctors Foster and Smith
Illustration 3-7 Drs. Foster and Smith Website Equine Page
Mass Merchandisers and Pet Superstores
Illustration 3-8 Petco Website Horse Product Selection
Social Responsibility
A Major Factor in the Broader Pet Market
Table 3-3 Level of Agreement with the Statement: "The participation by pet product retailers in pet welfare and rescue causes and events plays a significant role in where I buy pet products," 2014 (percent)
Table 3-4 Level of Agreement with the Statement: "The participation by pet product brands in pet welfare and rescue causes and events plays a significant role in which brands I buy," 2014 (percent)
SmartPak Gives Back
Horse Health and Welfare
Supporting Breast Cancer Research
Environmental Awareness
Dynamite Specialty Products’ Environmental Efforts
Illustration 3-9 Dynamite's Sustainable Product Packaging
Manna Pro Leads by Example with Sustainability Practices
Seminole Supports the Horse Industry
Tractor Supply Company's Stewardship Program
Chapter 4: Highlights
Chapter 4: Marketing and New Product Trends
Marketing Trends
Customer Feedback and Participation
Illustration 4-1 Triple Crown Feed Horses of the Month Web Page
Illustration 4-2 Tribute Horse Feeds Video Testimonial
Guaranteed Effectiveness
Illustration 4-3 SmartPak's Supplement Guarantee
Illustration 4-4 Merial's Zimecterin Product Satisfaction Guarantee
Celebrity Endorsements
Illustration 4-5 Eastern Townships Acreages and Tuny Page
Illustration 4-6 Total Equine and Tyler Magnus
Illustration 4-7 Nutrena and John Lyons Signature Feed
A Way of Life
Illustration 4-8 Purina "Way of Life" Banner
Illustration 4-9 Manna Pro "Open Air/Open Hearts" Banner Ad
Human/Animal Bond
Illustration 4-10 Absorbine Ultra Shield
Illustration 4-11 Tribute Feed Website Home Page
Illustration 4-12 Wysong Equine Logo
Performance
Illustration 4-13 Finish Line Muscle Tone World Record Ad
Illustration 4-14 Kent Nutrition Group Sentinel Performance-Focused Ad
Value
Illustration 4-15 MARS Buckeye Nutrition Gro 'n Win Focus on Value
Illustration 4-16 Triple Crown Lite Focus on Value
Affiliation with Industry Organizations
New Product Trends
New Feed Products
Nutrena SafeChoice Senior
Triple Crown TLC
Kent Nutrition Group Expands Dynasty Feed Line
Illustration 4-17 Blue Seal's New Dynasty Feed Line
Purina Hydration Hay
Illustration 4-18 Purina Mills New Hydration Hay Blocks
New Supplement and Feed Additive Products
SmartPak SmartGI and SmartCombo Offer Combination Savings
Illustration 4-19 SmartPak SmartGI Ultra Supplement
HorsLic Free Choice Supplements
Illustration 4-20 New Generation Feeds HorsLic Supplement Line
APC Introduces LIFELINE Performance Supplements
Illustration 4-21 APC LIFELINE Supplements
Horse Health Care Products
Digestive Support
Illustration 4-22 Med-Vet Gastro-Plex
Joint Protection and Muscle Support
Illustration 4-23 Response Products Cetyl M Complete
Illustration 4-24 Absorbine Bute-Less
Illustration 4-25 Purina ElectroEase, FreedomFlex and HydraSalt Supplements
Other Horse Health Care
Illustration 4-26 Finish Line EZ-Willow Poultice
Illustration 4-27 Farnam's Horseshoer's Secret Thrush Treatment Aid
Illustration 4-28 Shapley's Original MTG Plus
Tack and Grooming Products
Illustration 4-29 Bucas Buzz-Off Zebra Fly Sheet
Illustration 4-30 Equine Organix Horse Detangler
Illustration 4-31 Ponytail Grooming Collection
Equine Services
Veterinary Care
The Role of the Equine Veterinarian
Figure 4-1 Veterinarian's Participation in Equine Care
Changes in Deworming Practices
Visits to Veterinarians Decline
Rising Costs of Equine Veterinary Care
Farriers
Shoes vs. Barefoot
Dental Care
Other Health Services
Massage
Equine Acupuncture and Acupressure
Equine Chiropractic
Equine Insurance
Chapter 5: Highlights
Chapter 5: Consumer Trends
Horse Ownership Trends
Methodology and Data Sources
Pet Horse Ownership on Decline
Figure 5-1 Pet Ownership vs. Horse Ownership as Percentage of U.S. Households, 2004-2012 (percent)

Pleasure/Trail Riding Most Popular Activity
Table 5-1 Most Popular Uses of Horses by Horse Owners, 2009 vs. 2012
USDA Finds Texas Has Highest Horse Population
Table 5-2 Horse Population by State, 2007 vs. 2012 (number and percentage change)
Figure 5-2 Percentage Share of Horse Population by State, 2012
Table 5-3 Number of Farms with Horses in Residence by State, 2007 vs. 2012
Figure 5-3 Percentage Share of Farms with Horses in Residence by State, 2012

Trends in Horse-Related Activities
Horseback Riding Grows in Popularity
Table 5-4 Horseback Riding, Participated Last 12 Months, 2009-2013
Table 5-5 Selected Demographics for Horseback Riding: Participated Last 12 Months, 2013 (percent and index)
Quarter Horse Show Participation on the Rise
Table 5-6 Quarter Horse Shows, 2009-2013
Table 5-7 American Paint Horse Shows, 2009-2013
Interest in Horse Racing Remains Steady
Table 5-8 Horse Racing, Viewed Last 12 Months, 2009-2013
Table 5-9 Horse Racing Events Viewed Last 12 Months vs. Plan to Watch Next Year, 2009-2013 (percent)
Table 5-10 Selected Demographics for Horse Racing: Attended vs. Viewed on TV, Last 12 Months, 2013 (index)

Trends in Horse Product Purchases
Horse Owners Trust Veterinarians for Information
Table 5-11 Top 10 Sources of Information for Horse Owners, 2010 vs. 2012 (percent)
Feed Tops List of Horse-Related Purchases
Table 5-12 Horse Care Items Owned, Purchased and Plan to Purchase, 2012 (percent)
Figure 5-4 Share of Horse Owners Purchasing Food Types in the Past 12 Months, 2010 vs. 2012 (percent)

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