The past year helped confirm the pet industry as one of the most dynamic parts of the U.S. economy. Even when sales haven't kept up with the growth of recent years, the industry has managed to attract a slew of investment. The pet industry saw the biggest private equity deal of the year, when a group of investors bought PetSmart and took it private. And while one company focused on human products got out of the pet business (P&G), another got in (J. M. Smucker).

The industry has been a hotbed of innovation, with new products using the latest in technology and being promoted through social media and mobile apps. In fact, this year's Global Pet Expo saw a record number of new products, exhibit space and attendees.

With this latest edition of our Pet Market Outlook, Packaged Facts delivers all you need to know about the pet industry in one source. This year's edition includes the latest in market sizing and projections, hot new product trends, developments in marketing and packaging, as well as data from Packaged Facts proprietary Pet Owners Survey. The report has everything you need to know about mergers and acquisitions, retail channel trends, and pet owner demographics, psychographics, and spending habits.

Scope

Combining Packaged Facts' extensive monitoring of the pet market with a proprietary Pet Owner Survey hot off the presses—U.S. Pet Market Outlook 2015-2016 is the go-to source for a complete understanding of the U.S. pet industry. In its 7th edition, the report evaluates current trends and future directions for marketing and retailing, along with consumer patterns across the full spectrum of the market, including veterinary services, pet food, nonfood pet supplies, and non-medical pet services (grooming, boarding, training, etc.).

The report forecasts market size and growth for each category; examines new product activity; surveys retail channel trends including cross-channel shopping vs. shopper loyalty; and analyzes trends and shifts in the needs of today's pet parents. The report tabulates pet product sales channel by channel, using data from sources including IRI, whose Market Advantage service tracks sales in supermarkets, drugstores, mass merchandisers including Walmart, and select club stores, dollar stores and military commissaries; and SPINS, Inc., whose SPINSscan service tracks sales in the natural supermarket channel and in the specialty gourmet supermarket channel. Supplementing Packaged Facts' exclusive Pet Owner Survey is an extensive analysis of Simmons' Fall 2014 National Consumer Study, which is based on approximately 25,000 adult respondents surveyed from October 2013 through November 2014, as well as other years of Simmons surveys. The report contains dozens of numerical tables and charts, as well as numerous photographs of new products, advertising, screen shots and other images across key channels.
Market Structure
M&A and Investment Activity
Premiumization Continues But Not All Rosy
Humanization Continues to Drive Market
Pet Businesses Attract Entrepreneurs
New Products Make Waves
Retail Trends
The Wide World of Pet Product Retail
Let’s Make a Deal
Table 1-3 Level of Agreement with Statement: “I look out for lower prices, special offers, and sales on pet products,” 2013-2015 (percent)
Private Label Has Weak Showing, But National Brands Outpace Market
Petco and PetSmart Think Small
Pet Ownership Trends
Pet Ownership at Almost 54% of U.S. Households
Table 1-4 Household Penetration Rates for Selected Pet-Owning Classifications, 2010-2014 (percent and number in millions of U.S. households)
Dog and Cat Ownership Rates by Age
Table 1-5 Dog or Cat Ownership Rates by Age Bracket, 2008-2014 (percent of U.S. households)
Multiple Pet Ownership Trends
Oldest Boomers Nearing 70
The Gen X and Gen Y Pet Owners
Chapter 2 Highlights
Chapter 2: Market Trends
Market Performance
Pet Industry Sees Relatively Slow Growth
Table 2-1 U.S. Pet Market Retail Sales by Category, 2010-2014 (in billions of dollars)
Table 2-2 U.S. Pet Market Retail Sales by Category, 2011-2014 (percent change over previous year)
Table 2-3 Projected Total U.S. Retail Sales of Pet Products and Services, 2013-2019 (in billions of dollars)
Table 2-4 Projected U.S. Pet Market Retail Sales by Category, 2015-2019 (in billions of dollars)
Table 2-5 U.S. Pet Market Compound Annual Growth Rates by Category: 2009-2014 vs. 2014-2019 (percent)
Market Share by Category and Animal Type
Table 2-6 Percentage Share of U.S. Pet Market Retail Sales by Category: 2009, 2014, 2019
Table 2-7 Share of U.S. Pet Market Sales by Category and Animal Type: Dog, Cat, Other, 2014 (percent)
Share of Pet Product Sales by Channel
Table 2-8 Share of U.S. Retail Channel Sales of Pet Products Market by Channel Classification, 2014 (percent)
Table 2-9 IRI-Tracked Sales of Pet Products: Total and by Food and Nonfood Category and Segment, December 2014 (in millions of dollars, units and pounds)
Natural Supermarket Sales Have Another Standout Year
Table 2-10 Retail Dollar Sales of Pet Products in the Natural Supermarket Channel by Category and Segment, 2013 vs. 2014 (in millions of dollars)
Table 2-11 Share of Retail Dollar Sales of Pet Products in the Natural Supermarket Channel by Category and Segment, 2013 vs. 2014 (percent)
Specialty/Gourmet Supermarket Sales Slip
Table 2-12 Retail Dollar Sales of Pet Products in the Specialty/Gourmet Supermarket Channel by Category and Segment, 2013 vs. 2014 (in millions of dollars)
Table 2-13 Share of Retail Dollar Sales of Pet Products in the Specialty/Gourmet Supermarket Channel by Category and Segment, 2013 vs. 2014 (percent)
Market Drivers
Optimism in Economy Increases, But Consumers Still Wary
Table 2-14 Pet Owners: Overview by Change in Financial Situation Compared With 12 Months Ago, 2010-2014 (U.S. pet-owning households)
Table 2-15 Pet Owners: Overview by Expectations for Personal Financial Situation Over the Next 12 Months, 2010-2014 (U.S. pet-owning households)
Some Consumers Still Spending Less
Table 2-16 Level of Agreement with Statement: “I am spending less on pet products because of the economy,” 2010-2015 (percent)
Consumers Noticing Those High Prices
Table 2-17 Level of Agreement with Statement: “Many pet products are becoming too expensive,” 2011-2015
Pet Owners Keep Costs Down
Table 2-18 Amount Spent on Pet Products in Last 30 Days, January 2015 (percent)
Table 2-19 Pet Food Purchasing by Price Level: Dog vs. Cat Owners, 2014 vs. 2015 (percent)
Pet Ownership and Population Trends
Table 2-20 Household Penetration Rates for Selected Pet-Owning Classifications, 2010-2014 (percent and number in millions of U.S. households)
Shelter Adoption
PetPoint Report Tracks Shelter Channel
The Little Dog Laughed to See Such Trends
Table 2-21 Size in Pounds of Dogs, 2012-2015 (percent of pet owners)
Table 2-22 Size in Pounds of Most Recently Acquired Dog, 2014 vs. 2015 (percent of pet owners)
Pets Are No Spring Chickens
Table 2-23 Age Bracket of Dogs and Cats, 2015 (percent of pet owners)
Overweight Pets at Risk
Table 2-24 Agreement With Statement: "I have an overweight dog/cat," 2014 vs. 2015 (percent)

Industry Banks on Higher-Income Households
Table 2-25 Share of Total U.S. Pet Market Expenditures: $70K+ vs. Under $70K Income Households, 2001-2013 (percent)
Table 2-26 $70K+ Household Share of U.S. Pet Market Expenditures: By Category, 2008-2013 (percent)
Baby Boomers a Key to Industry Success
Human/Animal Bond Still a Dominant Theme for Marketers
Human/Animal Bond Has Health Benefits
Table 2-27 Level of Agreement with Statement: "I consider my dog(s) or cat(s) to be part of the family," 2014 (percent)
Table 2-28 Level of Agreement with Statement: "My dog or cat has a positive impact on my mental health," 2015 (percent)
Table 2-29 Level of Agreement with Statement: "My dog or cat has a positive impact on my physical health," 2015 (percent)
Table 2-30 Level of Agreement with Statement: "I enjoy purchasing pet products that pamper my dog or cat," 2015 (percent)
New Cat Cafes and Dog-Friendly Restaurants Unveiled
Kids and Pets
Marketers Create Buzz
Other Marketers Celebrate Human/Animal Bond
Marketers Lean on Cause Marketing
Table 2-31 Level of Agreement with 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 vs. 2015 (percent)
Table 2-32 Level of Agreement with 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 vs. 2015 (percent)
Table 2-33 Agreement With Statement: "I have contributed time or money to pet welfare or rescue causes," 2015 (percent)
Focus on Cats
Chapter 3 Highlights
Chapter 3: Industry Trends
Introduction
Market Structure
M&A and Investment Activity
PetSmart Goes Private
J.M. Smucker Buys Big Heart Pet Brands
AmerisourceBergen Snaps Up MWI Veterinary Supply
VCA Buys Camp Bow Wow; Best Friends Changes Hands Again
Mars Completes its Acquisition of P&G's Petcare Business

PetSmart Makes a Web Play
Petco Increases Pet Health Reach with Drs. Foster & Smith Purchase
Yet More Distributor Consolidation
Investors Continue to Look at Pet Meds
Ohio Pet Specialty Chains in Deals
Pet Insurance Moves
Veterinary Practice Businesses Change Owners
H.I.G. Capital Creates Community Veterinary Clinics, LLC
Shore Capital Jumps into Veterinary Market
Freshpet's IPO Anything But Cold
Seeking IPO, Blue Buffalo Also Faces Litigation
Spectrum Brands Buys Salix
Central Garden & Pet Rejects Unsolicited Offer from Harbinger Group
Websites On the Block
Other Deals
Cross-Market Trends
Consolidation
Premiumization
Humanization
Pet Services
Retailers and Vets Continue to Add Services
Banfield and VCA Top Veterinary Services
Veterinary Visit Statistics
Table 3-1 Percent of Dog and Cat Owners Who Have Visited Vet in Past Year: Routine Checkup vs. Sick/Emergency Care, 2015 (percent)
Veterinary Prices Rising or Falling?
Industry Attempts to Reverse Trend
Updates on Bayer Veterinary Care Usage Study
Fairness to Pet Owners Act Still on the Table
Pet Insurance Making Strides
Figure 3-1 Projected North American Pet Insurance Market
Revenues: United States, Canada, and North America, 2013 vs. 2018 (in millions of U.S. dollars)
Non-Medical Services Critical to Pet Specialty Chains
Table 3-2 PetSmart and Petco Sales of Pet Services, 2001-2014 (separately and cumulative, in millions of dollars)
Interest in Doggie Daycare and Overnight Care
Table 3-3 Number of PetSmart PetsHotels in Operation, 2006-2014
PetSmart Promise Enters Third Year With More Locations
Pet Businesses Attract Entrepreneurs
Pet Products
New Products Make Waves
Pet Owners Believe in Pet Food's Preventive Health Benefits
Table 3-4 Level of Agreement With Statement: “High-quality dog foods/cat foods are effective for preventive health care,” 2014 vs. 2015 (percent)
Product Safety A Concern, But Diminishing
Figure 3-2 Level of Agreement with Statement: “I consider natural and organic pet foods to be safer than regular pet foods”: Pet Owners Overall vs. Natural Pet Product Purchasers, 2014 (percent)
Figure 3-3 Level of Agreement With Statement: “I am concerned about the safety of the dog food, dog treat, and dog chew products(or cat food and treat products) that I buy,” 2012 vs. 2014 (percent)
Figure 3-4 Level of Agreement With Statement: “Fear of pet food contamination/ product safety is a key consideration in the dog foods/cat foods I buy,” 2015 (percent of cat and dog product purchasers)
Figure 3-5 Level of Agreement with Statement: “I prefer to purchase pet products made by smaller companies I trust,” 2014 (percent of pet product purchasers)
Marketers Emphasize Made in the USA Claims
Figure 3-6 Pet Owners Who Agree a Lot or Agree a Little That They Seek Out Pet Food/Supplies Made in the U.S.A., 2014 (percent of pet product purchasers)
Natural Drives Premium
Figure 3-7 Level of Agreement with Statement: “Natural/organic brand pet products are often better than standard national brand products,” 2011 vs. 2014 (percent)
The Nuances of Natural
Pet Food Leaders
Hill’s Talks Metabolic Technology; Expands into Wet Food
Natural Players Lead Product Innovation
Grain-Free Has Staying Power
Gluten-Free Continues to Show Strength
Ancestral Lines Take Pets into the Wild
The Loyalty of Cat Owners
Gourmet Cat Food
Making the Grade on Human-Grade
Personalized Pet Food
Pet Companies Hop on Yogurt Bandwagon
Niche Diets
Limited Ingredient Diets
Weight-Related Diets
High Performance Diets

Glycemic Index
Aging Pets
Novel Product Forms for Cats
Refrigerated/Frozen Category Continues Strong Growth
Treat Segment Reflects the Industry's Trends
Play with Your Food
Supplement Sales Affected by Nutraceutical Treats
Small Pet Food Mirrors Natural Trends
The Pet Medications Market
Multi-Tier Market: Veterinary, Pet Specialty, and Mass
Figure 3-8 Share of U.S. Retail Sales of Pet Medications by Distribution Channel, 2013 (percent)
Producers in Two Tiers: Pharmaceutical and OTC
Seasonal/Holiday Pet Product Purchasing
Table 3-5 Level of Agreement with Statements: “I will buy Christmas/Winter Holiday treats and gifts for my pets,” 2014 (percent)
Table 3-6 Agreement With Statement: “Over the recent Christmas/Winter Holiday season, my dog(s)/cat(s) got special gifts or treats,” 2015 (percent)
The Nonfood Pet Supplies Market
Multiple Trends Seen in Pet Supplies
Innovators Target Cat Litter Category
Pet Toys Get Nostalgic
More Pet Toys
Pet Beds and Habitats
Other Pet Supplies
Chapter 4 Highlights
Chapter 4: Retail Trends
The Wide World of Pet Product Retail
Let's Make a Deal
Table 4-1 Level of Agreement with Statement: “I look out for lower prices, special offers, and sales on pet products,” 2013-2015 (percent)
Figure 4-1 Level of Agreement with Statement: “I shop for pet products at a variety of stores,” 2011 vs. 2014 (percent)
Premium Growth Threatened?
Table 4-2 Level of Agreement with Statement: “I am willing to spend extra to ensure the wellness of my pet,” 2013 vs. 2014 (percent)
Consumer Loyalty Levels Off
Table 4-3 Channel Loyalty in Pet Product Purchasing: All Channels, 2008-2014 (percent and number)
Table 4-4 Share of Customer Base Who Are Channel-Loyal by Leading Retail Channels or Pet Superstore Chains, 2009-2014 (percent)
Table 4-5 Channel-Loyal Customer Base for Pet Products by Leading Retail Channel or Pet Superstore Chain, 2009-2014 (number in thousands)
Coupon Use Goes Down
Figure 4-2 Percent Who Use Pet Food Coupons: Dog Owners vs. Cat Owners, 2009-2014 (percent)
Pet Product Purchasing Rates by Channel
Table 4-6 Household Purchasing Overview for Pet Products by Retail Classification: U.S. Households Overall vs. Dog or Cat Owners, Fall 2014 (number and percent)
Most Channels Retreat in 2014
Table 4-7a Purchasing Rates for Pet Products by Selected Retail Channels and Pet Superstore Chains, 2009-2014 (percent)
Table 4-7b Purchasing Base for Pet Products by Selected Retail Channels or Pet Superstore Chains, 2009-2014 (U.S. dog or cat owners in thousands)
Top Channel is Walmart
Table 4-8 Channel Choices for Pet Product Shopping, Last Three Months: Pet Food, Pet Medications, Other Pet Supplies, January 2015 (percent of pet product buyers)
Private Label Has Weak Showing
Table 4-9 IRI-Tracked Private-Label Sales of Pet Products: Total and by Food and Nonfood Category and Segment, December 2014 (in millions of dollars, units and pounds)

Table 4-10 Private-Label Share of IRI-Tracked Sales of Pet Products: Total and by Food and Nonfood Category and Segment, 2013 vs. 2014 (percent)

Table 4-11 IRI-Tracked Sales of Branded Pet Products: Total and by Food and Nonfood Category and Segment, December 2014 (in millions of dollars, units and pounds)

The Mass-Market
Walmart's Pet Focus
Target Also Building Its Pet Department
Pet Specialty Chains
PetSmart and Petco's Sales Surpass $11 Billion
Table 4-12 PetSmart and Petco Sales and Number of Stores, 2001-2013 (cumulative, in units and millions of dollars)
PetSmart and Petco Seek out Exclusivity
Petco and PetSmart Think Small
Other Pet Specialty Players

Wholesale Clubs
Drugstores/Convenience Stores
One-Hour Delivery Becomes Latest Retail Trend
Online Sales
Table 4-13 Level of Agreement with Statement: "I am buying pet products online more than I used to," 2011-2015 (percent)
Table 4-14 Time Frame for Most Recent Online Purchase of Pet Products, 2012-2015 (percent of pet owners)

Other Retail Markets
The Pet Professionals
Natural Supermarkets
Dollar Stores
Agricultural/Feed-Seed Stores
Home Improvement Stores
Closeout Stores: T.J. Maxx and Marshall's
Apparel Retailers
Luxury Retailers
Food Co-ops

Chapter 5 Highlights

Chapter 5: Pet Ownership Trends
Pet Ownership at Almost 54% of U.S. Households
Table 5-1 Household Penetration Rates for Selected Dog- or Cat-Owning Classifications, 2008-2014 (percent of U.S. households)
Table 5-2 Household Populations for Selected Dog- or Cat-Owning Classifications, 2008-2014 (thousands of U.S. households)
Table 5-3 Household Penetration Rates for Selected Pet-Owning Classifications, 2010-2014 (percent and number in millions of U.S. households)

Changes in Pet Households by Income Level
Table 5-4 Change in Pet Market Consumer Base: Households Earning $100,000 or More vs. Households Earning Under $100,000, 2010 vs. 2014 (number of U.S. dog- or cat-owning households)

Dog and Cat Ownership Rates by Age
Table 5-5 Dog or Cat Ownership Rates by Age Bracket, 2008-2014 (percent of U.S. households)
Multiple Pet Ownership Trends
32% of Pet Households Keep Multiple Types
Table 5-6 Multiple Pet Ownership by Animal Type, 2010 vs. 2014 (percent of pet-owning households)
Table 5-7 Ownership of Multiple Pets of a Single Type, 2010 vs. 2014 (percent of U.S. households who own a given type of pet)

Oldest Boomers Nearing 70
The Gen X and Gen Y Pet Owners
Table 5-8 Household Penetration Rates for Selected Pet-Owning Classifications: By Generational Cohort, 2014 (percent of U.S. households)
Table 5-9 Household Populations for Selected Pet-Owning Classifications: By Generational Cohort, 2014 (number of U.S. households)
Table 5-10 Indexes for Selected Pet-Owning Classifications: By Generational Cohort, 2014 (U.S. households)
Table 5-11 Indexes for Dog or Cat Ownership: By Age Cohort, 2010 vs. 2014 (U.S. households)
Table 5-12 Indexes for Dog or Cat Ownership: Younger vs. Older Boomers, 2010 vs. 2014 (U.S. households)
Table 5-13 Number of Total U.S. Population Growth for Selected Age Brackets, 2015-2060 (in thousands)
Table 5-14 Share of Total U.S. Population Growth for Selected Age Brackets, 2015-2060 (in percent)
Table 5-15 Dog/Cat Ownership Rates by Household Composition, 2008-2014 (percent)
Table 5-16 Share of Total Dog/Cat Owners by Household Composition, 2008-2014 (percent)
Table 5-17 Dog Ownership Rates by Household Composition, 2008-2014 (percent)
Table 5-18 Share of Total Dog Owners by Household Composition, 2008-2014 (percent)
Table 5-19 Cat Ownership Rates by Household Composition, 2008-2014 (percent)
Table 5-20 Share of Total Cat Owners by Household Composition, 2008-2014 (percent)
Table 5-21 Change in Pet Market Consumer Base: White Non-Hispanics vs. Minorities, 2010 vs. 2014 (number and percent of U.S. dog- or cat-owning households)
Table 5-22 Dog and Cat Ownership Trends by Race/Ethnicity, 2008-2014 (percent and number of U.S. dog- or cat-owning households)
Table 5-23 Dog vs. Cat Ownership Trends by Race/Ethnicity, 2010 vs. 2014 (percent and number of U.S. dog- or cat-owning households)
Table 5-24 Demographic Snapshot of the U.S. Population, 2014
Table 5-25 Projected Population Growth of Hispanics, 2015-2060 (in thousands)
Table 5-26 Selected Health & Medical Psychographics: Dog Owners vs. Cat Owners vs. Other Pet Owners, 2014 (percent and index)
Table 5-27 Selected Health & Medical Psychographics: Dog or Cat Owners Overall vs. Purchasers of Selected Superpremium Pet Brands, 2014 (percent and index)
Table 5-28 Selected Sustainability Related Psychographics: Dog Owners vs. Cat Owners vs. Other Pet Owners, 2014 (percent and index)
Table 5-29 Selected Sustainability Related Psychographics: Dog or Cat Owners Overall vs. Purchasers of Selected Superpremium Pet Brands, 2014 (percent and index)
Table 5-30 Selected Media and Marketing Related Psychographics: Dog Owners vs. Cat Owners vs. Other Pet Owners, 2014 (percent and index)

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