



Packaged
Facts

Pet Population and Ownership Trends in the U.S., 6th Edition

SAMPLE

September 2022

© Packaged Facts

Mixed Pet Ownership Trends in Wake of COVID-19

As Packaged Facts reported in U.S. *Pet Market Outlook, 2022-2023*, the dust continues to settle on the question of pet population in the wake of COVID-19. On the one hand, many manufacturing and retail-based sources take for granted that a pet population increase occurred – and understandably so given the spike in pet care spending (including for durables generally associated with pet adoption). On the other hand, veterinary sector sources have been skeptical about any overall increase in pet population (based partly on distribution of veterinary supplies associated with annual pet check-ups).

Shifting reports and anecdotal accounts about pet adoption, intake, and population levels in pet shelters have tended to complicate the picture, though Packaged Facts' survey data show that only XX% of dog adoptions in 2020 and XX% in 2021 were through pet shelters.

There is no debate over a spike in pet care spending, and a pet adoption bump did occur in response to the stay-at-home/work-from-home dynamics in the wake of COVID-19. But MRI-Simmons national consumer survey data indicate that the peak years of pet population gains occurred in the middle of the past decade, rather than in the early 2020s post-COVID. [Table 2-2]

Table 2-2
Topline Pet Ownership Growth, 2011/12 - 2021/22
(number of pet-owning households and percentage growth)

	Spring 2012	Spring 2013	Spring 2014	Spring 2015	Spring 2016	Spring 2017	Spring 2018	Spring 2019	Spring 2020	Spring 2021	Spring 2022
Any Pets (000)	XX,XXX	XX,XXX	XX,XXX	XX,XXX	XX,XXX	XX,XXX	XX,XXX	XX,XXX	XX,XXX	XX,XXX	XX,XXX
12- month growth	X.X%	X.X%	X.X%	X.X%	-X.X%	X.X%	-X.X%	-X.X%	-X.X%	X.X%	-X.X%

Note: Study releases represent roughly 12-month fielding periods.

Source: Spring 2012-Spring 2022 MRI-Simmons National Consumer Studies.
Base: household. Copyright 2022. All rights reserved.

Table 2-5
Most Important Sources of Pet Care Information: By Generational Cohort, 2022
 (percent)

	Overall	Mil'ls/ Gen Z	Gen X	Boomers	Older Seniors
Veterinarian	XX%	XX%	XX%	XX%	XX%
My own past experience as pet owner	XX%	XX%	XX%	XX%	XX%
Family members/friends	XX%	XX%	XX%	XX%	XX%
Pet specialty stores	XX%	XX%	XX%	XX%	XX%
Internet/websites (other than social media)	XX%	XX%	XX%	XX%	XX%
Pet groomers	XX%	XX%	XX%	XX%	XX%
Social media (such as Facebook, YouTube)	XX%	XX%	XX%	X%	X%
Pet trainers/obedience trainers	XX%	XX%	XX%	X%	X%
Retail stores other than pet specialty	XX%	XX%	XX%	X%	X%

Note: Percentages do not add up to 100% due to multiple responses.

Source: Packaged Facts January 2022 Survey of Pet Owners

BUY THIS REPORT

Questions? Contact your sales rep or call us at 800.298.5294 (US) or +1.240.747.3095

Table of Contents

CHAPTER 1: EXECUTIVE SUMMARY.....	1
SCOPE AND METHODOLOGY	1
<i>Two Consumer Survey Sources.....</i>	2
Packaged Facts Data.....	2
MRI-Simmons Data.....	2
Figure 1-1 U.S. Census Regional Divisions and Sub-Divisions.....	4
PET OWNERSHIP OVERVIEW	5
<i>Pet Population Overview.....</i>	5
Topline Pet Ownership Rates and Customer Base	5
Table 1-1 Topline Pet Ownership Rates by Type, 2018 – 2022P (percent of overall households)	5
Mixed Pet Ownership Trends in Wake of COVID-19	5
Increase in Upper-Income, Decrease in Lower-Income Pet Owners	5
<i>Key Pet Owner Psychographics</i>	6
Pet Parenting and Pets as Family	6
Pet Parenting Day and Night	6
The Pet Market as Health Market	6
Pet Parents Hunt for Pet Health Products.....	6
Addressing Pet Stress Among Dogs and Cats	6
Addressing Aging, Weight Conditions of Dogs and Cats.....	6
Veterinarians’ Status as Pet Care Arbiters Is Under Pressure	7
Pet Food as Health Care	7
Telemedicine and “Smart” Health Product Trends	7
Sustainability and Corporate Responsibility.....	7
<i>Overall Pet Acquisition Trends: Dogs, Cats, Other Pets.....</i>	7
Pet Acquisition Sequence by Type of Pet	7
Industry-Wide Focus on Pet Adoption	7
Annual Pet Acquisition Trends	7
Pet Acquisition Patterns by Type.....	8
Age of Dogs Adopted.....	8
Size of Dogs/Cats Adopted	8
Impulse vs. Planned: Nature of Pet Acquisition	8
Sources of Pet Acquisition.....	8
Influencers on Pet Adoption.....	8
<i>Overall Pet Owner Demographics.....</i>	9
Key Demographic Variables to Pet Ownership Rates.....	9

PET POPULATION PROJECTIONS.....	10
Table 1-2 Household Pet Ownership Rates, 2018 vs. 2022P vs. 2026P (percent).....	12
FOCUS ON DOGS AND CATS.....	13
<i>Dog or Cat Ownership Demographics</i>	13
Topline Ownership Rates and Customer Base.....	13
<i>Dog and Cat Ownership Demographics</i>	13
Topline Ownership Rates and Population.....	13
<i>Dog Ownership Trends</i>	13
Topline Ownership Rates and Population.....	13
Trends by Number of Dogs Owned.....	13
Over Half of Dog Owners Have Senior Dogs.....	13
Trend Away From Smallest Dogs.....	13
Most Popular Breeds of Dog Owned.....	14
Overweight and Special Needs Dogs.....	14
<i>Cat Ownership Trends</i>	14
Topline Ownership Rates and Population.....	14
Cats Gain Market Representation.....	14
Trends by Number of Cats Owned.....	14
Size of Cats Owned.....	14
Growth in Share of Cat Owners with Senior Cats.....	14
FOCUS ON OTHER PETS.....	15
<i>Topline Ownership Rates and Customer Base</i>	15
14% of Households Own “Other Pets”.....	15
A Return to Form for Other Pets.....	15
Types of Freshwater Fish Owned.....	15
Types of Birds Owned.....	15
Types of Herptiles Owned.....	15
Types of Small Mammals Owned.....	15
CHAPTER 2: PET OWNERSHIP OVERVIEW.....	16
CHAPTER HIGHLIGHTS.....	16
<i>Topline Pet Ownership Rates and Customer Base</i>	17
Table 2-1a Topline Pet Ownership Rates by Type, 2018 – 2022P (percent of overall households).....	17
Table 2-1b Number of Pet-Ownning Households by Type, 2018 – 2022P (in millions).....	18
<i>Mixed Pet Ownership Trends in Wake of COVID-19</i>	19
Table 2-2 Topline Pet Ownership Growth, 2011/12 - 2021/22 (number of pet-owning households and percentage growth).....	19
Table 2-3a Pet Ownership Rates: Overall and by Dog/Cat Ownership, 2018/19 - 2021/22 (percent of overall households).....	20
Table 2-3b Number of Pet-Ownning Households: Overall and by Dog/Cat Ownership, 2018/19 – 2021/22 (in thousands).....	20
<i>Increase in Upper-Income, Decrease in Lower-Income Pet Owners</i>	21

KEY PET OWNER PSYCHOGRAPHICS.....	23
<i>Pet Parenting and Pets as Family</i>	23
Figure 2-1 Level of Agreement with Statement: “I consider my dogs/cats/other pets to be part of the family,” 2022 (percent of pet owners)	23
Figure 2-2 Level of Agreement with the Statement, “My pets are central to my home life,” 2022 (percent of pet owners).....	24
<i>Pet Parenting Day and Night</i>	25
Figure 2-3 Where Pets Are Typically Kept, 2022 (percent of dog and cat owners).....	25
Figure 2-4 Where Pet Owners Feed Their Pets, 2022 (percent of dog and cat owners).....	26
Figure 2-5 Where Pets Sleep, 2022 (percent of dog and cat owners).....	27
<i>The Pet Market as Health Market</i>	27
Table 2-4 Level of Agreement with Statement: “My pets are important to my physical/mental health,” January 2022 (percent of dog, cat, and other pet owners)	28
<i>Pet Parents Hunt for Pet Health Products</i>	29
Figure 2-6 Level of Agreement with the Statement, “I look for products to improve my pet’s health and wellness,” 2022 (percent of pet owners)	29
Figure 2-7 Pet Owner Concerns about Pet Health and Wellness, Nov/Dec 2020 vs. Jan 2022 (percent of pet owners)	30
<i>Addressing Pet Stress Among Dogs and Cats</i>	31
Figure 2-8 Pet Experiencing Anxiety and Behavioral Problems, 2022 (percent of dog and cat owners)	31
<i>Addressing Aging, Weight Conditions of Dogs and Cats</i>	32
<i>Veterinarians’ Status as Pet Care Arbiters Is Under Pressure</i>	32
Table 2-5 Most Important Sources of Pet Care Information: By Generational Cohort, 2022 (percent)	33
<i>Pet Food as Health Care</i>	34
Figure 2-9 Pet Health Products Considered Most Important: Dog vs. Cat Owners, 2022 (percent)	34
<i>Telemedicine and “Smart” Health Product Trends</i>	34
Table 2-6 Levels of Agreement with Selected Veterinary Care Statements: By Generational Cohort, 2022 (percent)	35
Figure 2-10 Use of Technology in Pet Care, 2022 (percent of pet owners)	36
<i>Sustainability and Corporate Responsibility</i>	36
Figure 2-11 New Wave Pet Product Purchasing Priorities by Generation (percent of pet owners).....	37
Figure 2-12 Sustainability Behaviors and Attitudes Regarding Pet Food by Generation (percent of pet owners).....	38
OVERALL PET ACQUISITION TRENDS: DOGS, CATS, OTHER PETS	39
<i>Pet Acquisition Sequence by Type of Pet</i>	39
Table 2-7 Sequence of Pet Acquisition by Type of Pet, 2022 (percent)	39
<i>Industry-Wide Focus on Pet Adoption</i>	40
Illustration 2-1 Industry-Wide Focus on Pet Adoption.....	40
<i>Annual Pet Acquisition Trends</i>	41
Table 2-8 Changes in Household Levels of Pet Ownership Compared with Previous Year, 2020 vs. 2021 (percent of pet owners who have had pets 2+ years)	41
Table 2-9 Types of Pets Adopted/Acquired in Last 12 Months, 2020-2022 (percent of households).....	41

<i>Pet Acquisition Patterns by Type</i>	42
Table 2-10 Types of Pets Adopted/Acquired Since 2021 (percent of households).....	42
<i>Age of Dogs Adopted</i>	43
Table 2-11 Age of Dogs/Cats Adopted in Last 12 Months, 2022 (percent of recent dog/cat adopters).....	43
<i>Size of Dogs/Cats Adopted</i>	44
Table 2-12 Size of Dogs Adopted in Last 12 Months, 2022 (percent of recent dog adopters).....	44
<i>Impulse vs. Planned: Nature of Pet Acquisition</i>	45
Table 2-13 Nature of Pet Acquisition in Last 12 Months: By Type of Pet, 2022 (percent of recent pet acquirers)	45
<i>Sources of Pet Acquisition</i>	46
Table 2-14 Source of Pet Acquisition in Last 12 Months: By Type of Pet, 2022 (percent of recent pet acquirers)	46
<i>Influencers on Pet Adoption</i>	46
Table 2-15 Influencer on Pet Acquisition in Last 12 Months: By Type of Pet, 2022 (percent of recent pet acquirers)	47
OVERALL PET OWNER DEMOGRAPHICS.....	48
<i>Key Demographic Variables to Pet Ownership Rates</i>	48
Table 2-16 Pet Ownership Rates by Key Demographic Variables, Spring 2022 (percent who own, percent of owners, number of households in thousands, and index)	49
<i>Key Demographic Variables and Pet Ownership Growth</i>	50
Table 2-17 Pet Ownership Trends by Key Demographic Variables: Adult Gender(s) in Household, 2017, 2019, 2022 (percent who own, share of total owners, and number of households in thousands).....	52
Table 2-18 Pet Ownership Trends by Key Demographic Variables: Generational Cohort, 2017, 2019, 2022 (percent who own, share of total owners, and number of households in thousands).....	53
Table 2-19 Pet Ownership Trends by Key Demographic Variables: Race/Ethnicity, 2017, 2019, 2022 (percent who own, share of total owners, and number of households in thousands)	54
Table 2-20 Pet Ownership Trends by Key Demographic Variables: Household Income, 2017, 2019, 2022 (percent who own, share of total owners, and number of households in thousands).....	55
Table 2-21 Pet Ownership Trends by Key Demographic Variables: Household Composition, 2017, 2019, 2022 (percent who own, share of total owners, and number of households in thousands).....	56
Table 2-22 Pet Ownership Trends by Key Demographic Variables: Type/Kind of Residence, 2017, 2019, 2022 (percent who own, share of total owners, and number of households in thousands).....	57
DETAILED DEMOGRAPHIC TABLES FOR PET OWNERSHIP OVERALL	58
<i>Ownership Rates and Customer Base</i>	58
Table 2-23a Ownership Rates for Any Pets: By Demographic, Spring 2017, Fall 2019, and Spring 2022 (number in thousands)	58
Table 2-23b Customer Base for Ownership of Any Pets: By Demographic, Spring 2017, Fall 2019, and Spring 2022 (number in thousands)	61
PET POPULATION PROJECTIONS.....	64
Figure 2-11 University of Michigan Consumer Sentiment Index, July 2018 – July 2022	65
Figure 2-12 U.S. Population Growth Rate, 2000-2030P	66
Figure 2-13 U.S. Population by Race and Ethnicity, 2016, 2030P, and 2060P (number in thousands)	66
Table 2-24 Pet Owner Population by Race and Ethnicity, 2018 – 2022 (number in thousands).....	67

Table 2-25 Household Population Composition Patterns, 2018 vs. 2028P (number in millions and percent of total)	68
Table 2-26 Homeowner Population Composition Patterns, 2018 vs. 2028P (number in millions, percent of homeowners, and percent of households)	68
Table 2-27 National and Pet Owner Population of Households with Income of \$100,000 or more, 2013 – 2022 (number in thousands)	69
Table 2-28 Household Pet Ownership Rates, 2018 vs. 2022P vs. 2026P (percent)	70
CHAPTER 3: FOCUS ON DOGS AND CATS	72
CHAPTER HIGHLIGHTS	72
DOG OR CAT OWNERSHIP DEMOGRAPHICS	73
<i>Topline Ownership Rates and Customer Base</i>	73
Table 3-1 Dog or Cat Ownership, 2018/19 - 2021/22 (percent and number of overall households)	73
<i>Key Demographic Variables to Dog or Cat Ownership Rates</i>	73
Table 3-2 Dog or Cat Ownership Rates by Key Demographic Variables, Spring 2022 (percent who own, share of total owners, and number of households in thousands)	74
<i>Key Demographic Variables and Dog or Cat Ownership Growth</i>	76
Table 3-3 Dog or Cat Ownership Trends by Key Demographic Variables: Adult Gender(s) in Household, 2017, 2019, 2022 (percent who own, share of total owners, and number of households in thousands)	77
Table 3-4 Dog or Cat Ownership Trends by Key Demographic Variables: Generational Cohort, 2017, 2019, 2022 (percent who own, share of total owners, and number of households in thousands)	78
Table 3-5 Dog or Cat Ownership Trends by Key Demographic Variables: Race/Ethnicity, 2017, 2019, 2022 (percent who own, share of total owners, and number of households in thousands)	79
Table 3-6 Dog or Cat Ownership Trends by Key Demographic Variables: Household Income, 2017, 2019, 2022 (percent who own, share of total owners, and number of households in thousands)	80
Table 3-7 Dog or Cat Ownership Trends by Key Demographic Variables: Household Composition, 2017, 2019, 2022 (percent who own, share of total owners, and number of households in thousands)	81
Table 3-8 Dog or Cat Ownership Trends by Key Demographic Variables: Type/Kind of Residence, 2017, 2019, 2022 (percent who own, share of total owners, and number of households in thousands)	82
DETAILED DEMOGRAPHIC TABLES FOR OWNERSHIP OF DOGS OR CATS	83
<i>Ownership Rates and Customer Base</i>	83
Table 3-9 Dog or Cat Ownership Rates: By Demographic, Spring 2017, Fall 2019, and Spring 2022 (number in thousands)	83
Table 3-10 Dog or Cat Owner Customer Base: By Demographic, Spring 2017, Fall 2019, and Spring 2022 (number in thousands)	86
DOG AND CAT OWNERSHIP DEMOGRAPHICS	89
<i>Topline Ownership Rates and Population</i>	89
Table 3-11 Dog and Cat Ownership, 2018/19 - 2021/22 (percent and number of overall households)	89
<i>Key Demographic Variables to Dog + Cat Ownership Rates</i>	89
Table 3-12 Dog and Cat Ownership Rates by Key Demographic Variables, Spring 2022 (percent who own, share of total owners, and number of households in thousands)	90

<i>Key Demographic Variables and Dog and Cat Ownership Growth</i>	92
Table 3-13 Dog and Cat Ownership Trends by Key Demographic Variables: Adult Gender(s) in Household, 2017, 2019, 202 (percent who own, share of total owners, and number of households in thousands).....	93
Table 3-14 Dog and Cat Ownership Trends by Key Demographic Variables: Generational Cohort, 2017, 2019, 2022 (percent who own, share of total owners, and number of households in thousands).....	94
Table 3-15 Dog and Cat Ownership Trends by Key Demographic Variables: Race/Ethnicity, 2017, 2019, 2022 (percent who own, share of total owners, and number of households in thousands).....	95
Table 3-16 Dog and Cat Ownership Trends by Key Demographic Variables: Household Income, 2017, 2019, 2022 (percent who own, share of total owners, and number of households in thousands).....	96
Table 3-17 Dog and Cat Ownership Trends by Key Demographic Variables: Household Composition, 2017, 2019, 2022 (percent who own, number in thousands, and share of total owners)	97
Table 3-18 Dog and Cat Ownership Trends by Key Demographic Variables: Type/Kind of Residence, 2017, 2019, 2022 (percent who own, share of total owners, and number of households in thousands).....	98
DETAILED DEMOGRAPHIC TABLES FOR OWNERSHIP OF DOGS AND CATS.....	99
<i>Ownership Rates and Customer Base</i>	99
Table 3-19 Dog and Cat Ownership Rates: By Demographic, Spring 2017, Fall 2019, and Spring 2022 (number in thousands)	99
Table 3-20 Dog and Cat Owner Customer Base: By Demographic, Spring 2017, Fall 2019, and Spring 2022 (number in thousands)	102
DOG OWNERSHIP TRENDS.....	105
<i>Topline Ownership Rates and Population</i>	105
Table 3-21 Dog Ownership, 2018/19 - 2021/22 (percent and number of overall households)	105
<i>Trends by Number of Dogs Owned</i>	106
Table 3-22a Household Ownership Rates for Dogs: Overall and by Number of Dogs, 2018/19 – 2021/22 (percent of U.S. households).....	106
Table 3-22b Dog Ownership Distribution by Number of Dogs, 2018/19 – 2021/22 (percent of dog-owning households)	106
Table 3-22c Household Base of Dog Owners: Overall and by Number of Dogs, 2018/19 - 2021/22 (in thousands).....	107
<i>Over Half of Dog Owners Have Senior Dogs</i>	107
Table 3-23 Percent of Dog-Owning Households With Puppies Under Age 1 or Senior Dogs Age 7+, 2011/22 – 2021/22 (percent)	107
<i>Trend Away From Smallest Dogs.....</i>	108
Figure 3-1 Size of Pet Dogs Acquired in Last 12 Months, February 2022 (percent of dog owners)	108
Table 3-24 Distribution of Dog-Owning Households by Size of Dogs, 2011/12 – 2021/22 (percent of dog owners).....	109
<i>Most Popular Breeds of Dog Owned</i>	109
<i>Overweight and Special Needs Dogs.....</i>	110
Table 3-25 Share of Dog Owners Who Report Having Overweight, Special Needs, or Handicapped Dogs, 2022 (percent)	110

DOG OWNERSHIP DEMOGRAPHICS	111
<i>Key Demographic Variables to Dog Ownership Rates</i>	111
Table 3-26 Dog Ownership Rates by Key Demographic Variables, Spring 2022 (percent who own, share of total owners, and number of households in thousands).....	111
<i>Key Demographic Variables and Dog Ownership Growth</i>	113
Table 3-27 Dog Ownership Trends by Key Demographic Variables: Adult Gender(s) in Household, 2017, 2019, 2022 (percent who own, share of total owners, and number of households in thousands).....	114
Table 3-28 Dog Ownership Trends by Key Demographic Variables: Generational Cohort, 2017, 2019, 2022 (percent who own, share of total owners, and number of households in thousands).....	115
Table 3-29 Dog Ownership Trends by Key Demographic Variables: Race/Ethnicity, 2017, 2019, 2022 (percent who own, number in thousands, and share of total owners).....	116
Table 3-30 Dog Ownership Trends by Key Demographic Variables: Household Income, 2017, 2019, 2022 (percent who own, share of total owners, and number of households in thousands).....	117
Table 3-31 Dog Ownership Trends by Key Demographic Variables: Household Composition, 2017, 2019, 2022 (percent who own, share of total owners, and number of households in thousands)....	118
Table 3-32 Dog Ownership Trends by Key Demographic Variables: Type/Kind of Residence, 2017, 2019, 2022 (percent who own, share of total owners, and number of households in thousands)....	119
DETAILED DEMOGRAPHIC TABLES FOR DOG OWNERSHIP	120
<i>Ownership Rates and Customer Base</i>	120
Table 3-33 Dog Ownership Rates: By Demographic, Spring 2017, Fall 2019, and Spring 2022 (number in thousands).....	120
Table 3-34 Dog Owner Customer Base: By Demographic, Spring 2017, Fall 2019, and Spring 2022 (number in thousands)	123
CAT OWNERSHIP TRENDS.....	126
<i>Topline Ownership Rates and Population</i>	126
Table 3-35 Cat Ownership, 2018/19 - 2021/22 (percent and number of overall households)	126
<i>Cats Gain Market Representation</i>	126
Figure 3-2 Agreement with the Statement, “Cats are sometimes treated as second-class citizens by...”, 2019 vs. 2022 (percent of cat owners)	127
<i>Trends by Number of Cats Owned</i>	128
Table 3-36a Household Ownership Rates for Cats: Overall and by Number of Cats, 2018/19 - 2021/22 (percent of U.S. households)	128
Table 3-36b Cat Ownership Distribution by Number of Cats, 2018/19 - 2021/22 (percent of cat-owning households)	128
Table 3-36c Household Base of Cat Owners: Overall and by Number of Cats, 2018/19 – 2021/22 (in thousands).....	129
<i>Size of Cats Owned</i>	129
Figure 3-3 Agreement with the Statement, “Cats are sometimes treated as second-class citizens by...”, 2019 vs. 2022 (percent of cat owners)	129
<i>Growth in Share of Cat Owners with Senior Cats</i>	130
Table 3-37 Percentage of Cat-Owning Households With Kittens Under Age 1 or Senior Cats Age 7+, 2011/12 – 2021/22 (percent)	130

<i>Overweight and Special Needs Cats</i>	130
Table 3-38 Share of Cat Owners Who Report Having Overweight, Special Needs, or Handicapped Cats, 2022 (percent).....	130
CAT OWNERSHIP DEMOGRAPHICS	131
<i>Key Demographic Variables to Cat Ownership Rates</i>	131
Table 3-39 Cat Ownership Rates by Key Demographic Variables, Spring 2022 (percent who own, percent of owners, number of households in thousands, and index).....	131
<i>Key Demographic Variables and Cat Ownership Growth</i>	133
Table 3-40 Cat Ownership Trends by Key Demographic Variables: Adult Gender(s) in Household, 2017, 2019, 2022 (percent who own, share of total owners, and number of households in thousands)....	134
Table 3-41 Cat Ownership Trends by Key Demographic Variables: Generational Cohort, 2017, 2019, 2022 (percent who own, share of total owners, and number of households in thousands).....	135
Table 3-42 Cat Ownership Trends by Key Demographic Variables: Race/Ethnicity, 2017, 2019, 2022 (percent who own, share of total owners, and number of households in thousands)	136
Table 3-43 Cat Ownership Trends by Key Demographic Variables: Household Income, 2017, 2019, 2022 (percent who own, share of total owners, and number of households in thousands).....	137
Table 3-44 Cat Ownership Trends by Key Demographic Variables: Household Composition, 2017, 2019, 2022 (percent who own, share of total owners, and number of households in thousands)....	138
Table 3-45 Cat Ownership Trends by Key Demographic Variables: Type/Kind of Residence, 2017, 2019, 2022 (percent who own, share of total owners, and number of households in thousands)....	139
DETAILED DEMOGRAPHIC TABLES FOR CAT OWNERSHIP.....	140
<i>Ownership Rates and Customer Base</i>	140
Table 3-46 Cat Ownership Rates: By Demographic, Spring 2017, Fall 2019, and Spring 2022 (number in thousands).....	140
Table 3-47 Cat Owner Customer Base: By Demographic, Spring 2017, Fall 2019, and Spring 2022 (number in thousands)	143
CHAPTER 4: FOCUS ON OTHER PETS	146
CHAPTER HIGHLIGHTS	146
TOPLINE OWNERSHIP RATES AND CUSTOMER BASE.....	147
<i>14% of Households Own “Other Pets”</i>	147
Table 4-1 Topline Pet Ownership Rates by Type, 2018 – 2022P (percent of overall households)	147
<i>A Return to Form for Other Pets</i>	148
Table 4-2 Household Ownership Rates: Pets Other Than Dogs and Cats by Type, 2022 (percent of households)	148
<i>Types of Freshwater Fish Owned</i>	149
Figure 4-1 Types of Freshwater Fish Owned, 2020 (percent of freshwater fish owners)	149
<i>Types of Birds Owned</i>	150
Figure 4-2 Types of Pet Birds Owned, 2020 (percent of pet bird owners).....	150
<i>Types of Herptiles Owned</i>	151
Figure 4-3 Types of Herptile Pets Owned: Turtles, Lizards, Snakes, and Other, 2022 (percent of herptile owners)	151

Types of Small Mammals Owned 152

Figure 4-4 Types of Small Animal Pets Owned: Guinea Pigs, Rabbits, Hamsters, 2022 (percent of small
animal pet owners)..... 152

Search Less. Find *More*.

Packaged Facts Knowledge Center



Access our entire library of market data and analysis—all instantly available and fully searchable—saving you time and money.

We are pleased to announce the Packaged Facts *Pet Products and Services* Knowledge Center, powered by technology that revolutionizes the way you access and use market research. The Knowledge Center makes it easy for you to confidently obtain the research you need to stay ahead of your competition. With a subscription, you gain access to industry-leading market intelligence on a wide range of U.S. pet industry topics.

Authoritative content from a trusted name.

Get comprehensive, quality research from a premier global publisher specializing in consumer goods. Packaged Facts' research is used by top industry decision makers and frequently cited by leading news organizations.

Smarter and faster searching.

Find what you need in seconds. A search on our Knowledge Center allows you to view or filter by report, figures, or tables—giving you a shortcut to the content you want to view. You can also preview the search results, allowing you to quickly determine whether that piece of content is relevant.

With the Knowledge Center functionality at your disposal, you can:

- ✓ Clip relevant sections from multiple sources and drop them into presentations and reports.
- ✓ Add a chart to a PowerPoint presentation.
- ✓ Download tables into Excel.
- ✓ Share notes on the research with clients.

The screenshot displays the Packaged Facts Knowledge Center interface. The top navigation bar includes the Knowledge Center and Packaged Facts logos, along with user information (Quick guide, Marketing Professional, Log Out) and a search bar. The main content area is divided into sections: 'HOME', 'SEARCH', 'VIEW', and 'MARKETING'. The 'SEARCH' section is active, showing an 'ADVANCED SEARCH' bar with a 'Reset' button. Below the search bar, there's a 'Pet Products & Services' section with a description of the research and a list of related reports. The 'Matching Reports' section lists several reports with their dates and a 'Save this Search' option. The bottom section shows a list of reports under the heading 'LIST REPORTS BY:' with categories like Consumer Goods, Demographics, Financial Services, Food & Beverage, Pet Products & Services, and Recently Viewed Reports.

The Packaged Facts Advantage

Tapping 50 years worth of expertise, the Packaged Facts *Pet Products and Services* Knowledge Center **provides the expert insights you need to succeed in today's rapidly evolving world.**

- Primary research grounded in proprietary consumer research and industry expertise
- Broadview perspective on consumer payment patterns
- Data-rich overviews and analysis, including market sizing, segmentation and projections
- Focus on tech-driven growth and innovation opportunities
- Competitive insights on industry leaders and emerging players
- Discussion of disruptors based on broader consumer market trends
- Reviews of marketing strategies, loyalty and rewards programs, and social media trends
- Analysis of demographic trends and purchasing patterns

About Us

- Packaged Facts is the leading producer of market research on the consumer goods and services markets.
- We use established industry experts as our research analysts.
- Packaged Facts analysts specialize in making data actionable—they provide key insights and draw conclusions on the present and future of the market.
- Our customers include the top food/beverage, pet, consumer good and financial services companies.
- We regularly contribute research to pet industry journals such as *Pet Product News*, *Petfood Industry*, *PETS International*, and *PFI (Pet Food Institute) Monitor*, and our market intelligence is frequently cited by trade, business, and mainstream publications including *Forbes Magazine*, *New York Times*, *Natural Products Insider*, *Nutraceuticals World*, *Progressive Grocer*, *Time*, *Wall Street Journal*, the Associated Press, and CNN.
- Packaged Facts editors and analysts regularly present at pet industry conferences.

Topics Covered

- Annual Pet Market Outlook
- Pet food
- Pet treats and chews
- Natural, organic and eco-friendly pet products
- Equine market
- Pet supplies
- Pet medications
- Pet supplements
- Dog and cat durables
- Pet marketing and packaging trends
- Pet population and ownership trends
- Millennials and Hispanics as pet owners
- Pet grooming and clean-up/odor control products
- Pet product retailing: Store and online

Contact Customer Service

U.S. Tel: 800.298.5294 | Int'l Tel: +1.240.747.3095

kc.marketresearch.com | packagedfacts.com

