## **Growing Animal Love in America** As societal ideals about animals shift and people start treating their pets more like family, results from this phenomenon can be seen in the booming American pet industry. Nearly 70% of American households own pets today, and though the percentage of pet owning households has climbed slowly, sales in the pet industry have increased quickly. This is largely due to the increasing generational humanization of pets – each generation places increasing importance on their relationships with animals and their animals health, leading to more and higher quality purchases. The popularity of human-pet relationships and the desire to have one has led to increased adoption rates, placing animals in more households and lowering the national euthanasia rates. **U.S. TOTAL PET MARKET SALES** by category, in billions increase in Vet care Supplies, live animals Food & treats Other services & product sales & OTC medicine pet households 100 Almost a \$100 billion industry, the pet industry market sales totaled \$99.1 billion at the end of 2020. crease in total market sales U.S. HOUSEHOLD PENETRATION RATE ownership of one or more pets 40 30 Owned pets No pets 20 10 2011 2012 2013 2014 2015 2016 2018 2019 2020 Source: Statista Mistee Saylor // J464 **NUMBER OF U.S. SHELTER EUTHANASIAS** in thousands 500 2011 400 Along with a drop in euthanasias, 2019 also 300 brought a spike in adoptions with 2,287,875 animals being adopted - up **30%** from 2016. 200 67% 100 2019 2018 2019 2016 2017 2020

Source: www.shelteranimalscount.org

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