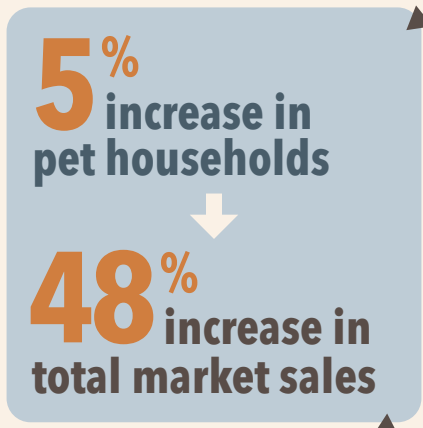
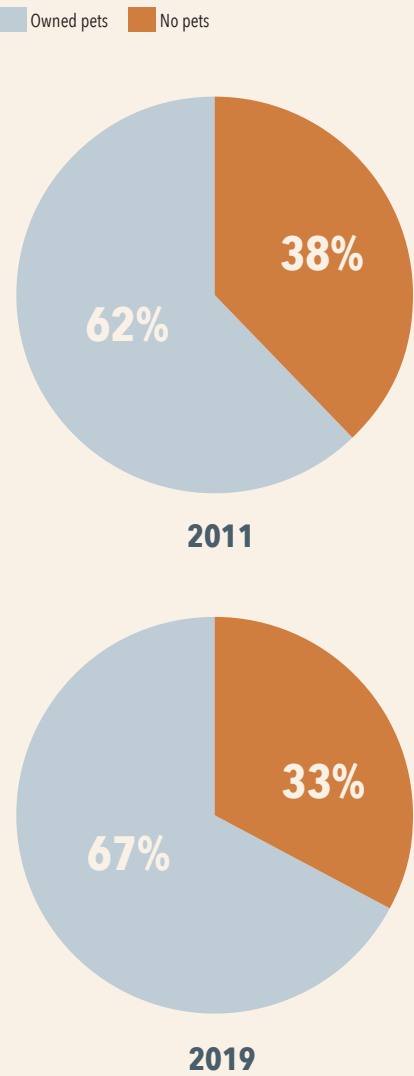


Growing Animal Love in America

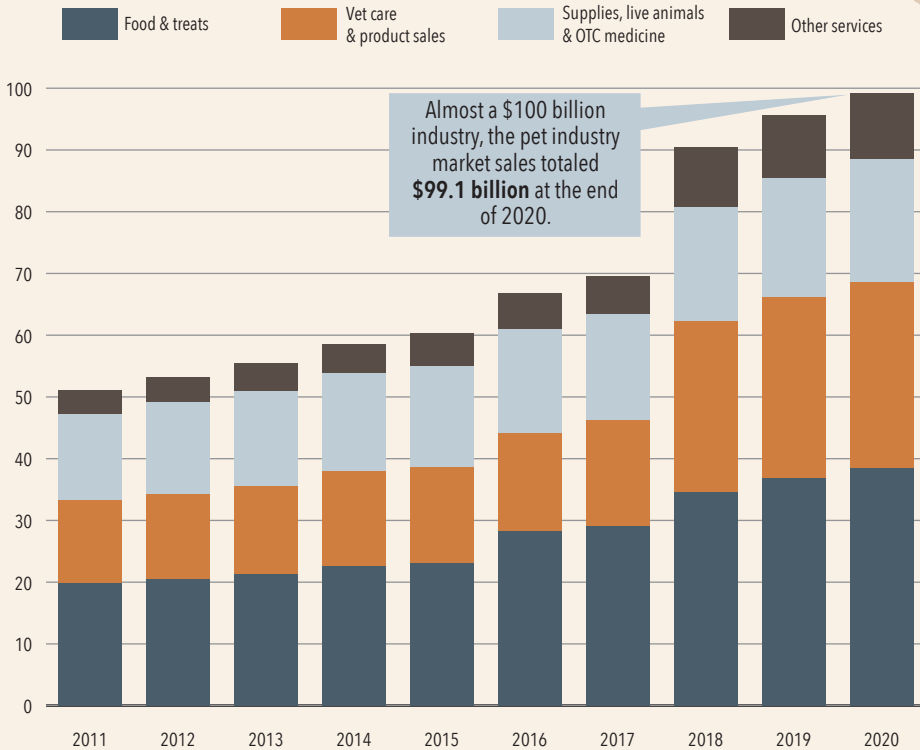
As societal ideals about animals shift and people start treating their pets more like family, results from this phenomenon can be seen in the booming American pet industry. Nearly 70% of American households own pets today, and though the percentage of pet owning households has climbed slowly, sales in 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. HOUSEHOLD PENETRATION RATE
ownership of one or more pets



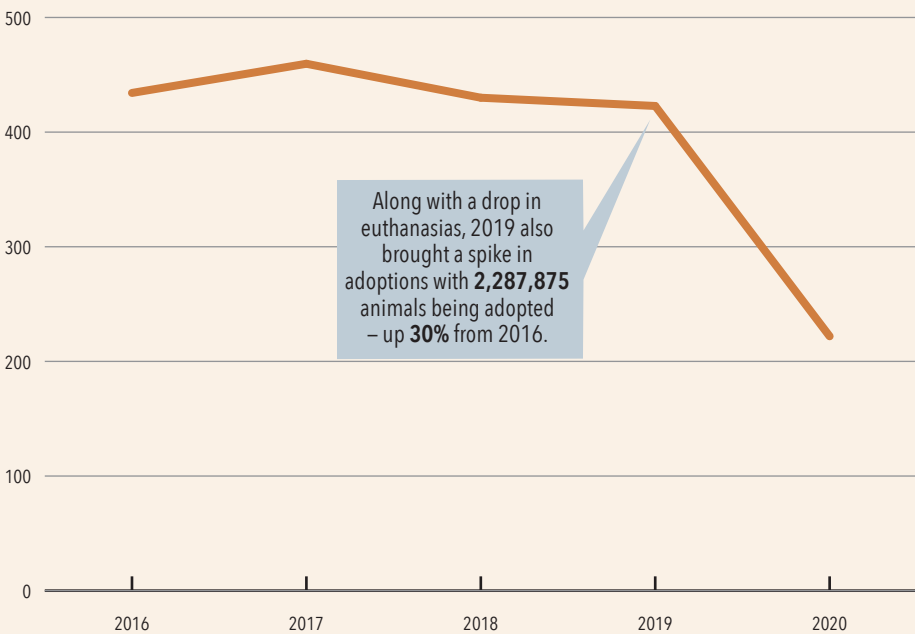
U.S. TOTAL PET MARKET SALES
by category, in billions



Source: Statista

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NUMBER OF U.S. SHELTER EUTHANASIAS
in thousands



Source: www.shelteranimalscount.org

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