

# Pet Store Industry Trends and Success Stories

Stores can thrive by converting from the outdated and socially unacceptable business model that relies on the sale of mill puppies to a model that focuses on offering quality products and services, and hosting adoption events. Cries from some pet stores that they need to sell puppies to stay in business are baseless, as the vast majority do not do so.

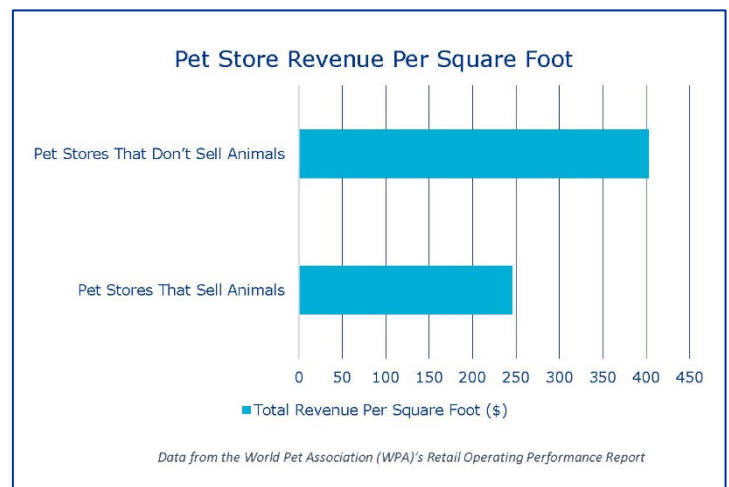
## American Pet Products Association (Feb. 2020)

- Americans spent a record-breaking **\$95 billion** on their pets in 2019 with pet food, treats, products, services, and veterinary spending dominating.
- After reporting declining live animal sales for years, dog and cat sales are now excluded because they are “typically obtained outside of the retail pet channel” and are “a relatively small contributor to overall sales.”
- Stores are adding a wide variety of services to have an edge over online retailers, including boarding, grooming, insurance, training, pet sitting and walking services.
- Veterinary care and product sales saw an increase, with in-store clinics making veterinary services “more accessible.”

*Pet Business:* Of the 2019 “Top 25 Pet Retailers in North America” only one such retailer sells puppies, while the rest of the pet store companies are thriving by selling quality products and offering in demand services.

*Consultancy EY-Parthenon (July 2018):* The pet industry has become a “potentially explosive market” as Americans are increasingly spending more on fancy food, treats, clothing and premium services; 78% of people prefer to shop for their pets in brick-and-mortar stores.

*World Pet Association Retail Operating Performance Report:* Pet stores with animals reported \$246 in total revenue per square foot, while pet stores that sell only dry goods reported \$403 per square foot.



## Quotes from Industry Leaders

“I strongly believe that by giving these pet store business owners a different ideology with regards to the industry, you are helping these businesses from a profit standpoint, an educational perspective and setting a new precedent of a more humane peaceful existence for us all...that from someone who was in the same business longer than most”

-Former owner of Precious Pet Cottage (MD)

“We support AB 485 because we want to see all pet stores operate responsibly. Not only is it the right thing to do, but it’s the key to a successful business.”

-Pet Food Express Owners (60+ stores in CA)

“Adoption events create the busiest times at our stores...and always provide a noticeable boost in our sales for that day.”

-Bark! Market Manager (8 stores in MD)

“At PetSmart, we never sell dogs or cats. Together with PetSmart Charities, we help save over 1,300 pets every day through adoption.”

-Petsmart.com

“We encourage anyone looking to add a new pet to their family to consider adopting a homeless animal, rather than purchasing one... Petco and the Petco Foundation partner with thousands of local animal welfare groups across the country and, through in-store adoption events, help find homes for more than 400,000 animals every year.”

-Petco.com

“To be perfectly clear, the Woof Gang Bakery company adamantly opposes the archaic and abhorrent practice of puppy mill breeding and selling puppy mill dogs. Good pet stores do not sell puppies and responsible pet breeders do not sell to stores.”

-Woof Gang Bakery owners (100+ stores nationally)