



Dog Products Industry 2024

Market research for WoofAtMe

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Purpose & Methodology

The purpose of this report is to provide a snapshot of the dog products market in order to ensure a successful launch strategy for WoofAtMe.

This report draws from published industry sources, business press analysis, and independent research done by the author.

65.1

million households
have dogs

Essential dog expenses cost an
average of

\$1,533

annually...

By generation, millennial households
are more likely to have a dog companion

Millennials = 61%

Gen X = 52%

Baby Boomers = 37%

...breaking down to

Veterinary care \$367

Food \$339

Grooming \$99

In 2023, Americans spent \$147 billion on their pets, up nearly 11% from 2021 (\$123.6 billion).



**Pet Food & Treats
\$64.4 billion**



**Supplies, Live Animals &
OTC Medicine
\$32 billion**



**Vet Care &
Product Sales
\$38.3 billion**



**Other Services
\$12.3 billion**

According to Fortune Business Insights, the pet products market will have a Compound Annual Growth Rate (CAGR) of 6.45% from 2024 to 2032.

Projected areas of growth include

- Technology-enabled pet care items (location tracker devices, cardboard pet feeder devices, smart toys)
 - Dietary food items (weight loss, plant-based food)
 - Higher-end food items
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Is there already

Social Media for Dogs?

Yes, but...

1. Many dog owners stick to non-dedicated platforms, like Instagram and TikTok.
2. Dedicated platforms for dogs (or pets in general) have launched, but many lack social features.
3. Some of these platforms seem to struggle to find relevance, or a particular niche.
4. Some of these platforms lack the 'fun' factor of more traditional social media platforms.

Dog Media Landscape



Dog Media Categories

Fun and Social

This category is dominated by traditional platforms like TikTok and Instagram. Petzbe fits this category but seems to be failing.

Fun, but not Social

This category has fun content, but is primarily non-social. Meetup and Dogster fit here.

Social, but not Fun

The platforms in this category are mainly info-sharing sites that focus on where you can and can't bring your dog, allowing reviews from users.

Neither Fun nor Social

Included primarily for completeness, this category has primarily online storefronts or news, such as Chewy and cuteness.

Takeaways

There is a large and growing market landscape for dog products, and consumers are willing to spend a great deal on their pets. Sites focused on dogs has seen some attempts, with varying degrees of success.

Successful dog-focused media has usually filled a niche of some sort, such as:

- Rating dog-friendly locations
 - Curated articles
 - Original content
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Takeaways, continued

Social media focused on dogs has seen some attempts, but none have yet effectively offered what larger social media sites can. Once a niche is found, preferably offering either a daily reason to visit, or a needs-based reason to visit (such as location reviews, health tips, etc.). The social aspect can be delivered, at least initially, through forums. These require little development, and ready-made forums such as phpBB, Vanilla, Flarum are available. These allow for community building, at least initially based on the chosen niche.

Sources

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