

Pet Venues in the city of São Paulo (Brazil)

Fabio Rafael Salvioli

06/2021

1.Introduction

1.1 Background

São Paulo is the largest city of Brazil and the largest city proper in the Americas and the southern hemisphere. It's one of the top 10 largest metropolitan areas in the world. The city of São Paulo is located in the state of São Paulo, being its capital. The State of São Paulo concentrates 25% of the population of pets in Brazil and its capital has a good share in this number.

Brazil is the 4th in number of pets in the world, and the number of pets keeps growing every year as more and more people and families are looking for a pet for companionship, giving and receiving affection and attention. With that, the demand and needs for pet services increases at the same proportion.

1.2 Interests

The proposal of this work is to map the concentration per district of venues related to the pet market and, by doing this, help people to understand the districts with the most venues providing services to their pets and at the same time help entrepreneurs to better understand the pet market in the city of São Paulo.

Wards in São Paulo, called Distritos (districts), are subdivisions of the boroughs, without a self-government.