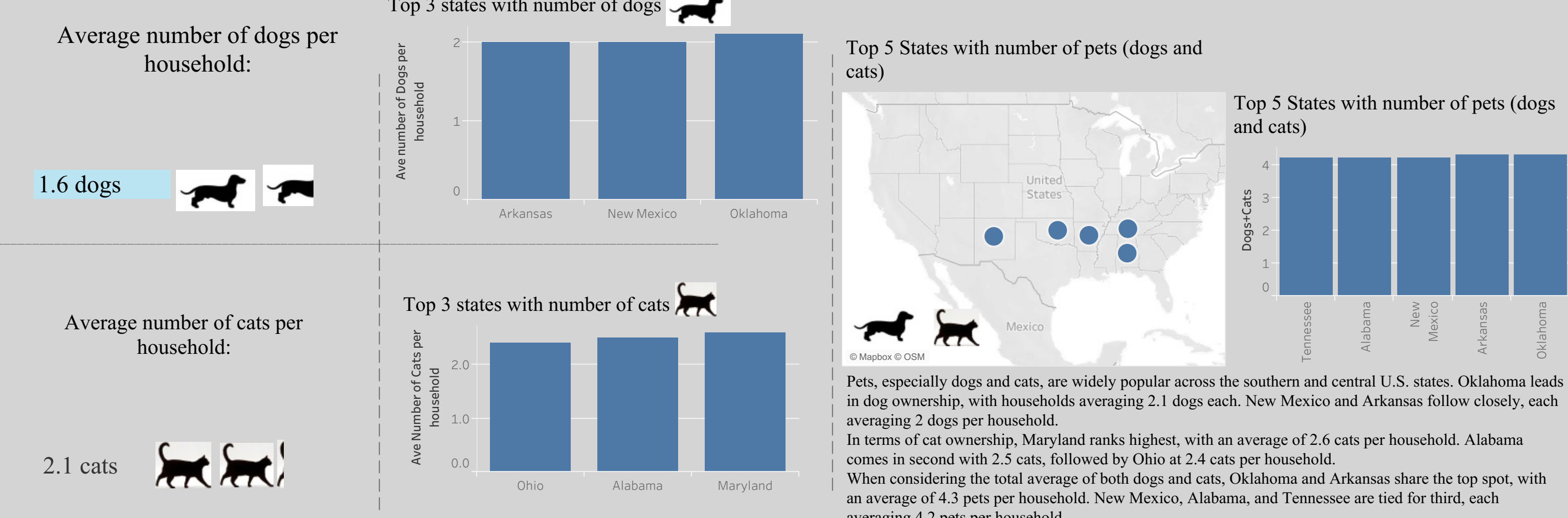




Marketing Strategies for Dogs and Cats products in the U.S.

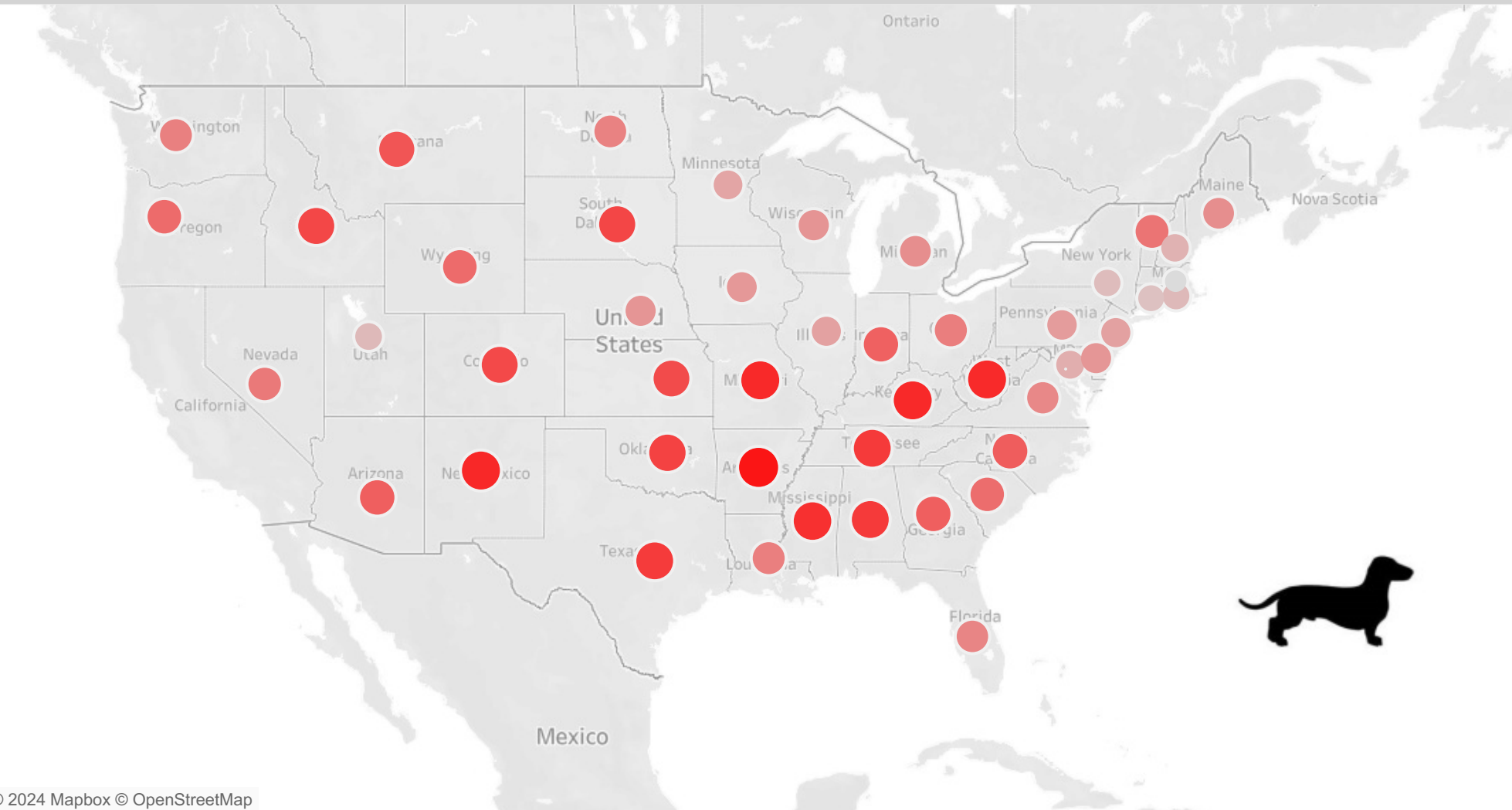
This report will outline strategies for marketing dog and cat products, guided by data-driven insights.

General Stats of the Dogs and Cats situations in the United States households



Let's look into the geographical distribution of the dogs and cats owners in the U.S.

Percentage of Dog Owners in each state

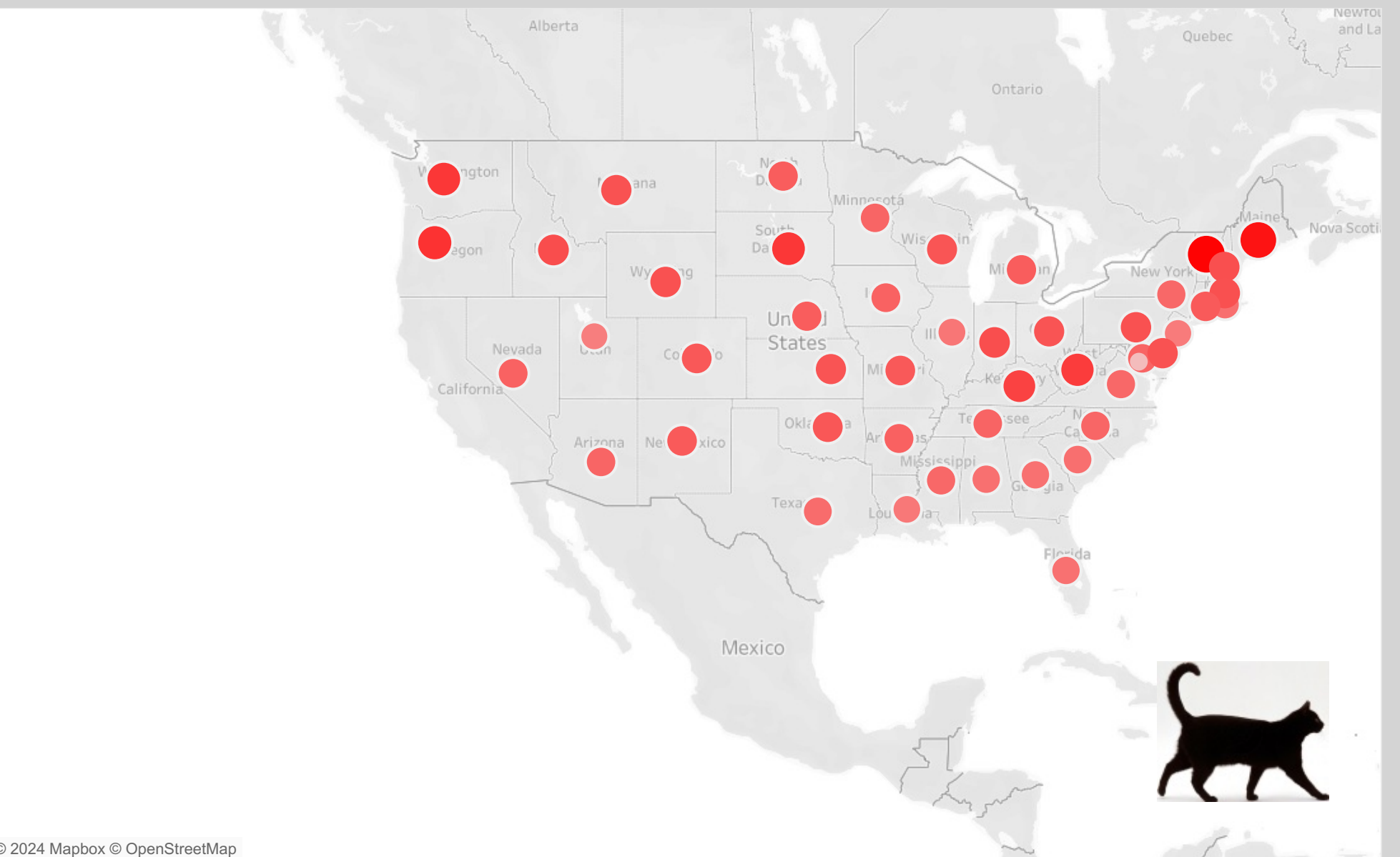


We can see the clear trend that the dog ownership is quite popular among the southern and central U.S. states.

Why?

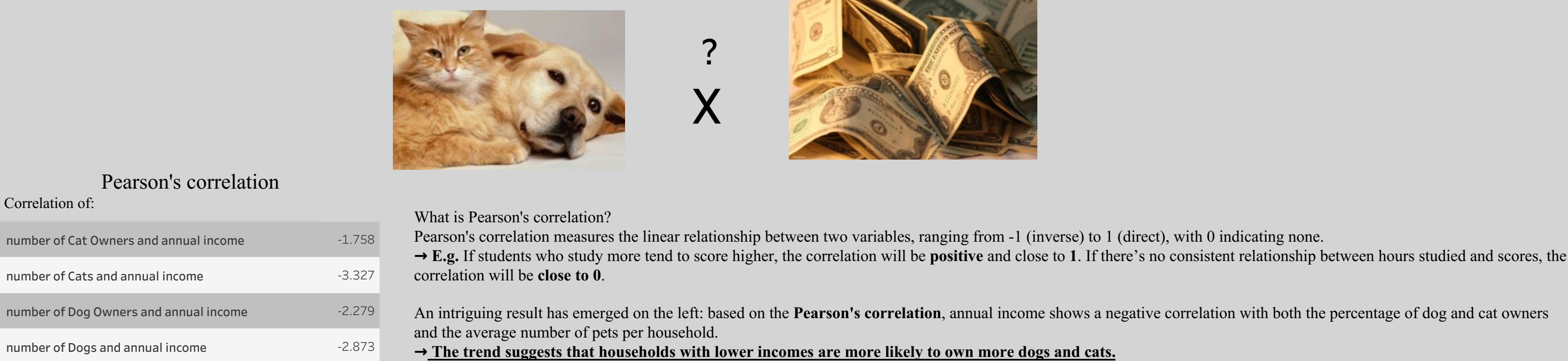
According to author Dewitt, dog ownership is culturally fitting and dog friendly for with the climate and temperature (Dewitt, 2021)

Percentage of Cats Owners in each state

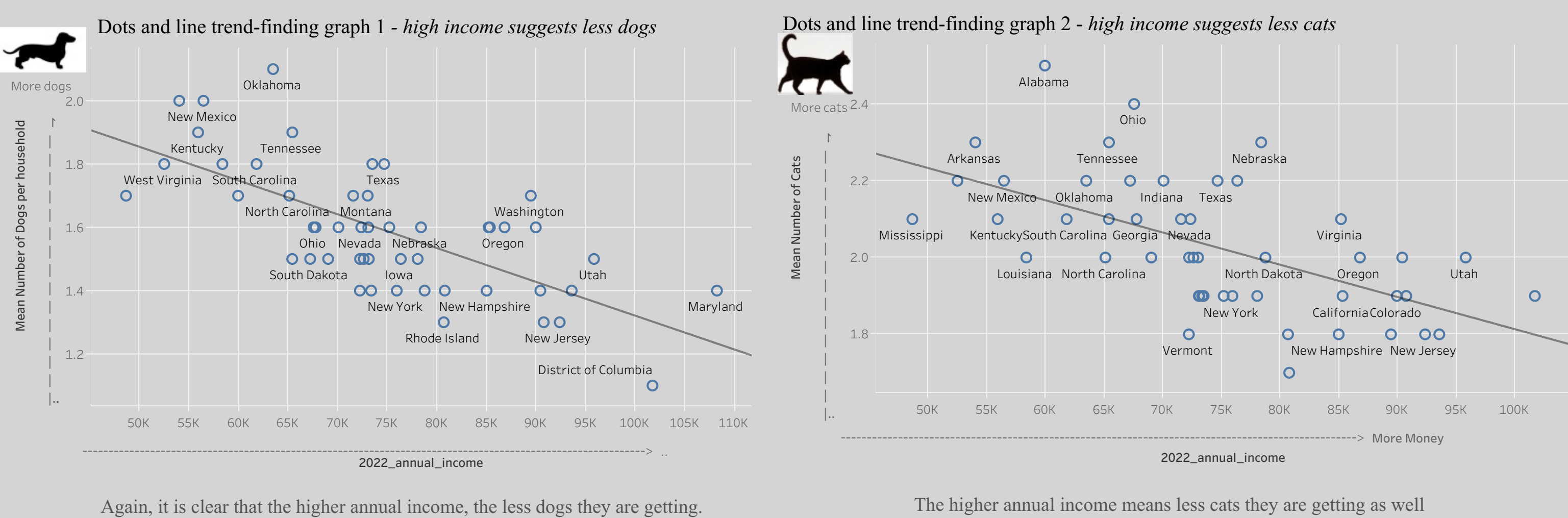


Interestingly, cats are significantly more popular in the northern states of the U.S. In Maine and Vermont, nearly 50% of residents are cat owners. Similarly, in Washington and Oregon, approximately 40% of residents have one or more cats.

Now, we know the dog owners more likely reside in the Southern states, and cat owners tend to live in the Northern States. How about the annual income and the number of the pets? - Do they correlate?

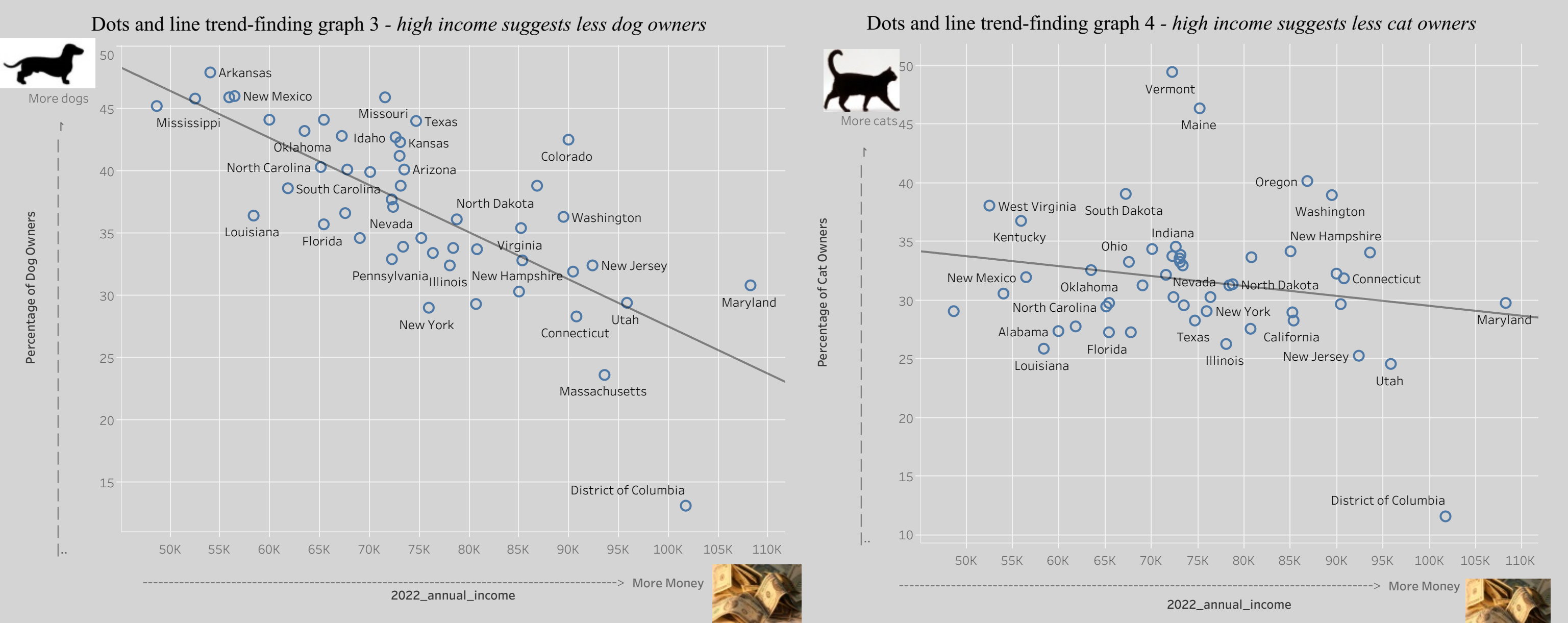


Dots-and-line Analysis: number dogs and cats against annual income



Both graphs indicate that individuals with lower incomes are more likely to want pets compared to those with higher incomes.

Dots-and-line Analysis: percentage of dog owners and cat owners against annual income



Recommendation

Dog Products Marketing Strategy:

Data trends show that many dog owners in the U.S. aren't in the highest income brackets, so it's important to keep pricing accessible. A significant portion of dog owners are located in the southern states, where cultural traditions emphasise outdoor activities like hiking, often with their pets. Therefore, when marketing dog products in these regions, it's important to focus on outdoor-related gear in addition to essentials like dog food. Consider promoting items such as:

- Fetching toys (balls, frisbees)
- Leashes and harnesses
- Portable water bottles for hiking
- Dog backpacks

These products resonate with the active lifestyles of southern dog owners and align with the cultural value placed on outdoor adventures with their pets.

Cat Products Marketing Strategy:

For cat products, focus on the northern states where cat ownership is more common, partly due to their historical role in pest control, especially in colder climates. As cats are effective at controlling pests during winter (Otoni et al., 2017), this can be incorporated into marketing strategies. For example:

- Rat-catching accessories alongside cat food
- Essentials like cat food, bundled with products aimed at winter comfort, such as heated beds or insulated shelters
- Winter-themed cat clothing to keep pets warm
- Humidifiers to prevent dry skin in indoor environments with heating

These products cater to the needs of cats in colder regions and appeal to owners concerned with their pets' comfort and well-being during winter.

References

200+ Southern Dog Names [Fun Titles For Your Pupp]. (2021, June 21). The Pampered Pup | Treat Your Dog Royally. <https://www.thepamperedpup.com/southern-dog-names/>

Otoni, C., Van Neer, W., De Cupere, B., Daligault, J., Guimaraes, S., Peters, J., Spassov, N., Prendergast, M. E., Boivin, N., Morales-Muñiz, A., Bălăşescu, A., Becker, C., Benecke, N., Boroneant, A., Buitenhuis, H., Chahoud, J., Crowther, A., Llorente, L., Manaseryan, N., & Monchot, H. (2017). The palaeogenetics of cat dispersal in the ancient world. *Nature Ecology & Evolution*, 1(7). <https://doi.org/10.1038/s41559-017-0139>