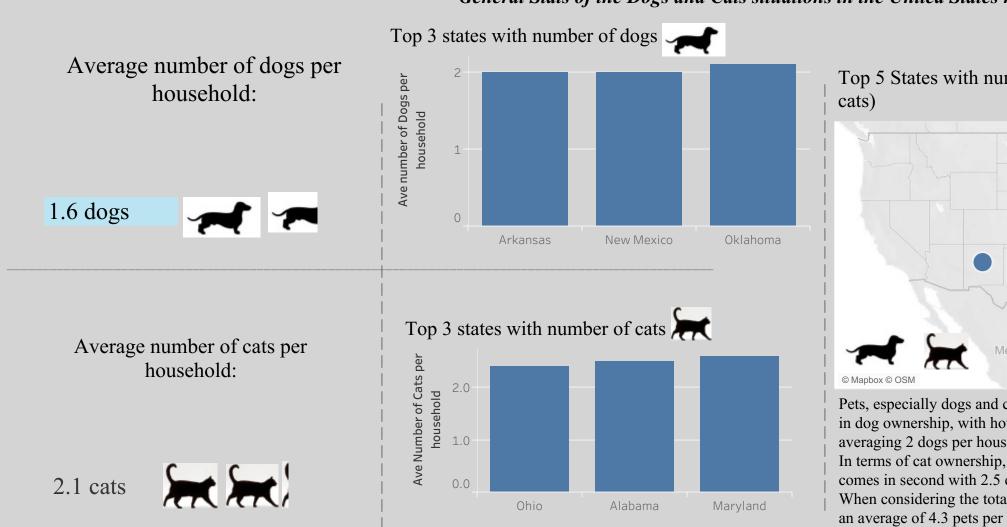
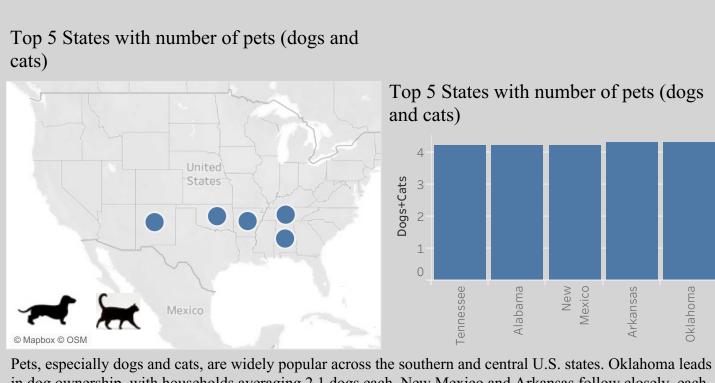
Marketing Strategies for Dogs and Cats products in the U.S.

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

averaging 4.2 pets per household.

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





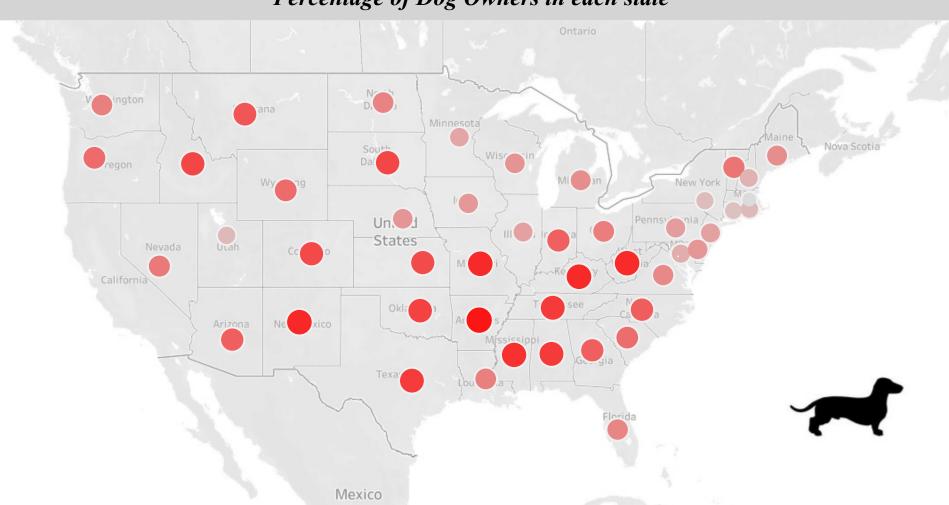
in dog ownership, with households averaging 2.1 dogs each. New Mexico and Arkansas follow closely, each averaging 2 dogs per household. In terms of cat ownership, Maryland ranks highest, with an average of 2.6 cats per household. Alabama comes in second with 2.5 cats, followed by Ohio at 2.4 cats per household. When considering the total average of both dogs and cats, Oklahoma and Arkansas share the top spot, with an average of 4.3 pets per household. New Mexico, Alabama, and Tennessee are tied for third, each

Percentage of Dog Owners

Percentage of Cat Owners

Let's look into the geographical distributution 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

amog the southern and central U.S. states.

Accoring to author Dewitt, dog ownership is culturally fitting and dog frinedly 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.

50.00

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?



What is Pearson's correlation?





Correlation of: -1.758 number of Cat Owners and annual income -3.327 number of Cats and annual income -2.279 number of Dog Owners and annual income -2.873 number of Dogs and annual income

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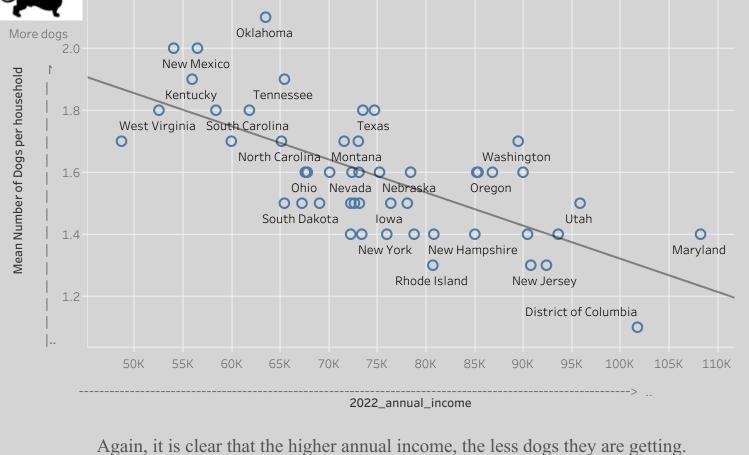
Pearson's correlation measures the linear relationship between two variables, ranging from -1 (inverse) to 1 (direct), with 0 indicating none.

→ E.g. If students who study more tend to score higher, the correlation will be positive and close to 1. If there's no consistent relationship between hours studied and scores, the correlation will be **close to 0**. An intriguing result has emerged on the left: based on the **Pearson's correlation**, annual income shows a negative correlation with both the percentage of dog and cat owners

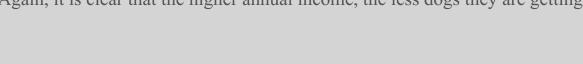
and the average number of pets per household. → The trend suggests that households with lower incomes are more likely to own more dogs and cats.

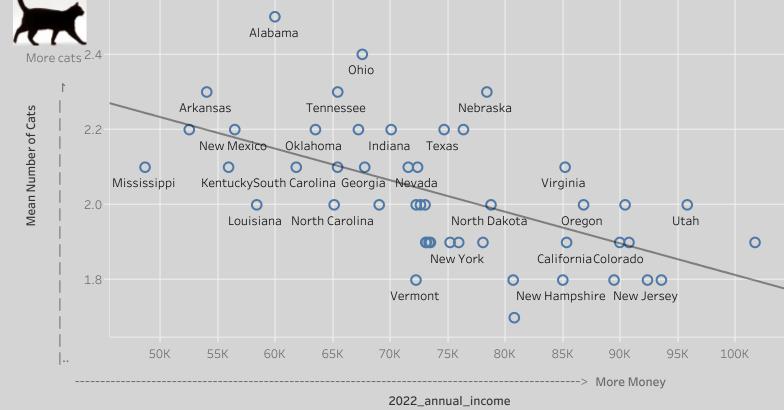
Dots and line trend-finding graph 2 - high income suggests less cats

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



Dots and line trend-finding graph 1 - high income suggests less dogs

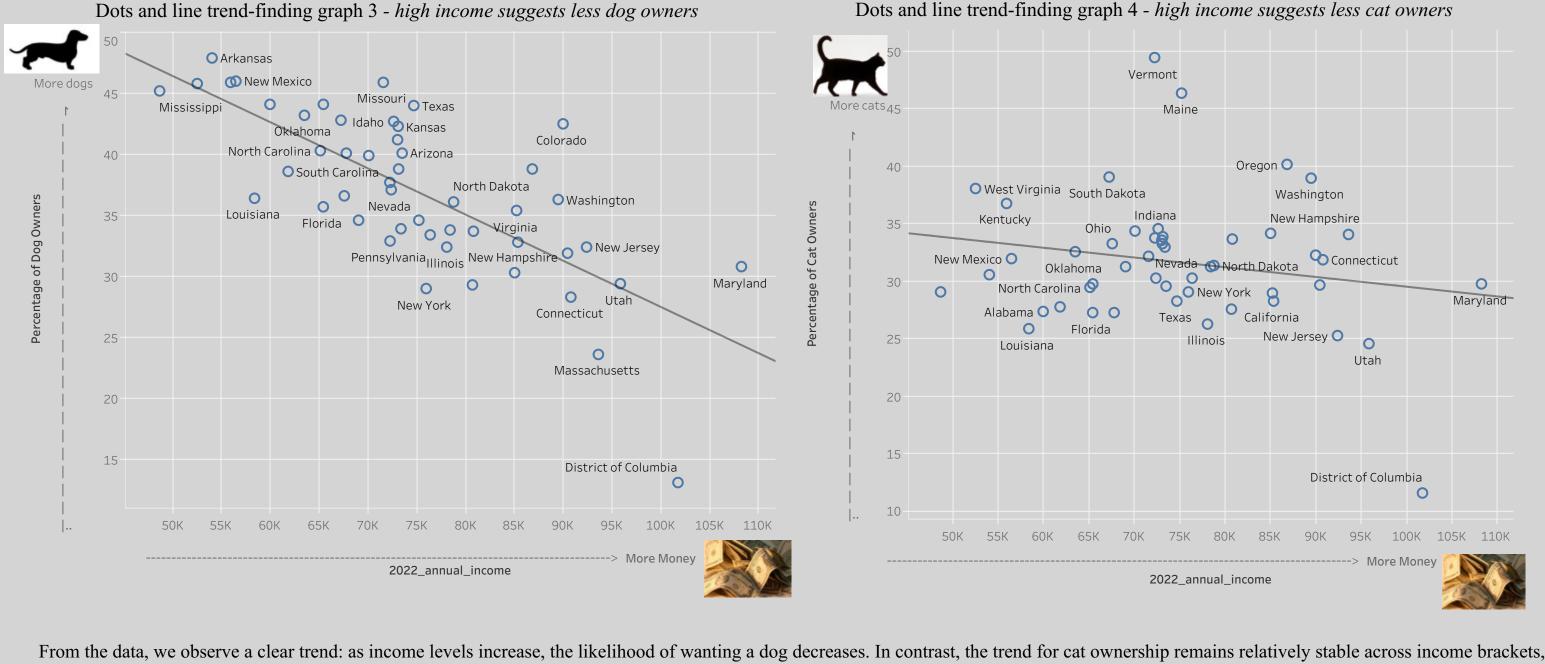


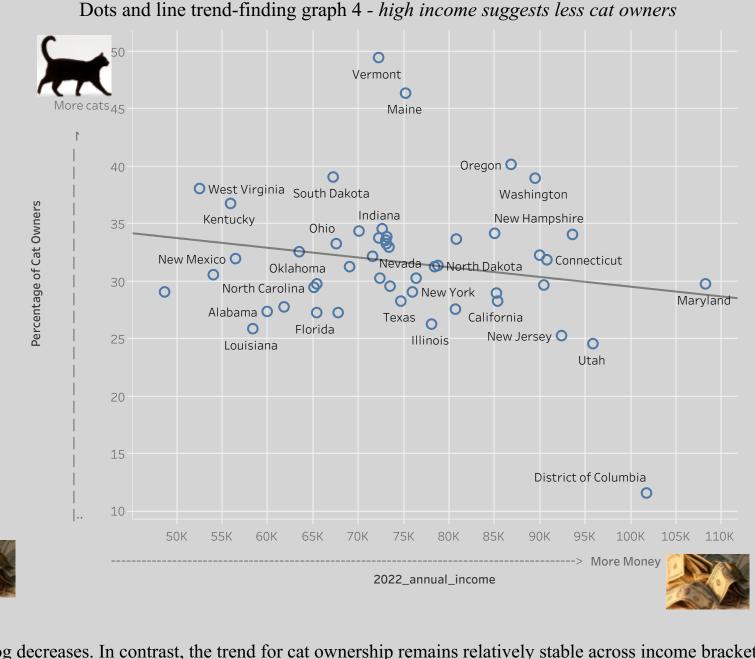


The higher annual income means less cats they are getting as well

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





providing little evidence to support the notion that higher income correlates with a lower preference for cats.

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
- **Cat Products Marketing Strategy:**
- These products resonate with the active lifestyles of southern dog owners and align with the cultural value placed on outdoor adventures with their pets. 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 (Ottoni 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

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