

DOG AND CAT REPORT

2025 Strategic Insights from
the National Pet Owners Survey



Table of Contents

<u>Background and Purpose</u>	5
<u>Sample and Method</u>	6
<u>Introduction: Dog and Cat Ownership</u>	9
<u>Dog</u>	18-124
<u>Executive Summary and Key Findings</u>	19
<u>Ownership</u>	26
<u>Accompanies Owner Out</u>	38
<u>Arrangements Made While Away</u>	44
<u>Food</u>	48
<u>Treats and Chews</u>	56
<u>Weight and Dental</u>	63
<u>Prescription Medication</u>	66
<u>Flea and Tick</u>	69
<u>Vitamins, Supplements and CBD</u>	73

Table of Contents, continued

<u>Training and Tracking</u>	79
<u>Leashes, Harnesses, Collars and Crate/Carrier</u>	82
<u>Bed and Bowls</u>	91
<u>Toys</u>	96
<u>Gifts, Parties and Swag</u>	102
<u>Dog Care Items</u>	105
<u>Grooming</u>	113
<u>Planning for Dog Care if Owner is Unable</u>	117
<u>Dog Loss</u>	120
<u>Cat</u>	125-221
<u>Executive Summary and Key Findings</u>	126
<u>Ownership</u>	133
<u>Arrangements Made While Away</u>	146
<u>Food</u>	150

Table of Contents, continued

<u>Treats</u>	159
<u>Prescription Medication</u>	163
<u>Vitamins, Supplements and CBD</u>	166
<u>Flea and Tick</u>	172
<u>Training and Tracking</u>	176
<u>Leashes, Harnesses, Collars and Crate/Carrier</u>	179
<u>Condos, Bed and Litter</u>	186
<u>Toys</u>	195
<u>Gifts, Parties and Swag</u>	199
<u>Cat Care Items</u>	202
<u>Grooming</u>	208
<u>Planning for Dog Care if Owner is Unable</u>	213
<u>Cat Loss</u>	216
<u>Appendix</u>	221

Background and Purpose

The American Pet Products Association (APPA) was established to promote pet ownership and advance the pet products industry.

Our Aim

- **Gather** pet industry professionals at engaging and educational events
- **Inform** our members and industry stakeholders through trusted research insights
- **Connect** pet businesses and professionals through networking, branding and marketing opportunities
- Empower our members to more effectively deliver products that keep pets happy and healthy.

Our Research

- Monitors consumer **habits** (pet ownership, purchase behavior, etc.)
- Demonstrates short- and long-term **trends**
- Identifies new **opportunities** in pet ownership, pet product innovation, and service consumption
- **Incorporates** contextual data from trusted sources for a clear picture of the industry outlook

Introduction:

Dog & Cat Ownership

The percentage of U.S. households (HH) that own pets has grown over time with levels rebounding in 2024. This is largely attributable to nearly a full generation of Gen Z who are coming of age.

The wellbeing benefits a pet provides is indisputable, with an overwhelming majority stating that pets bring happiness and emotional support.

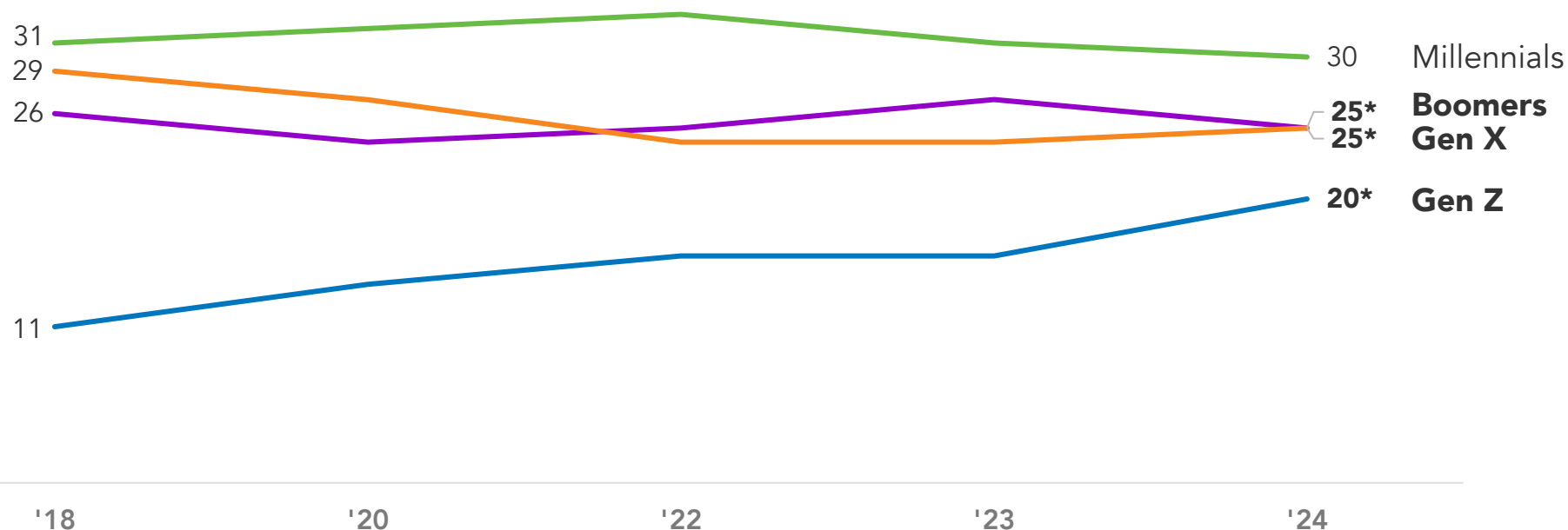
The human-animal bond is incredibly strong among dog and cat owners as measured by the HABSCORE*.

*Composite Score Calculation Source: <https://habri.org/hab-score>.



Millennials still make up the largest group of pet owners but the growth in pet ownership comes from Gen Z.

Pet Ownership by Generation (%)



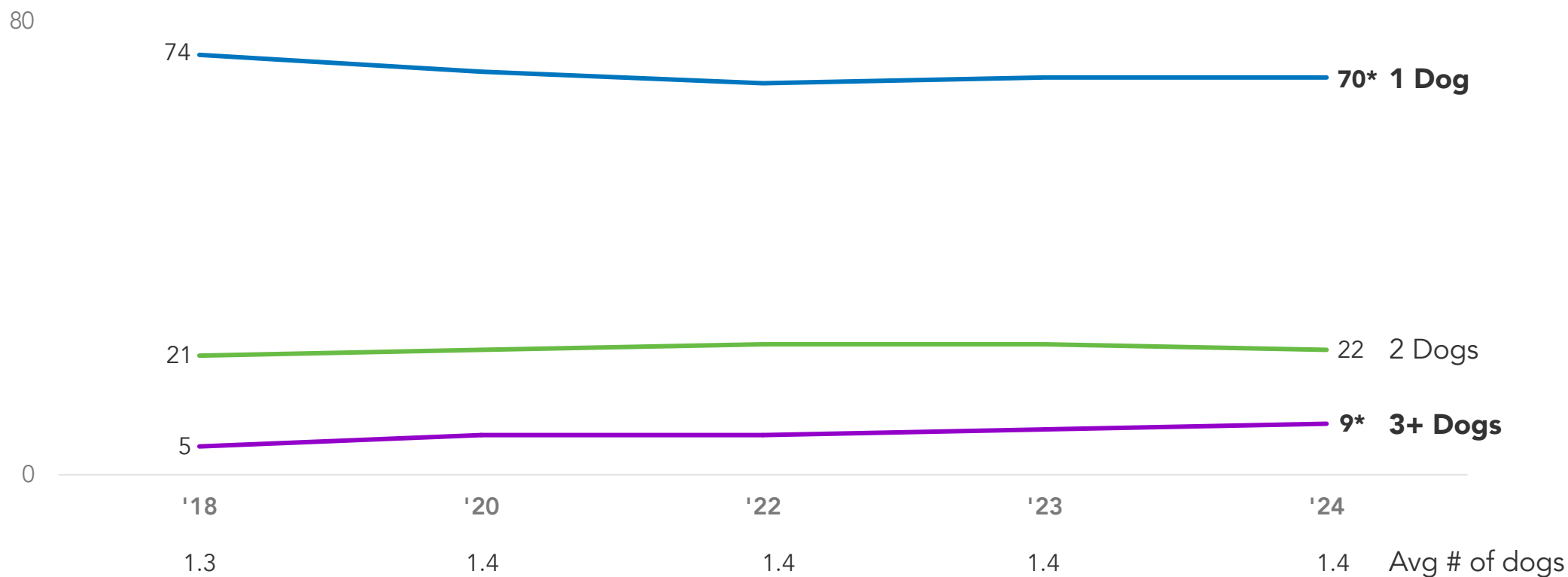
* Significantly different vs. 2023 at a 95% level of confidence within species groups
 QS1.First, do you or does anyone in your household currently own a pet (i.e. dog, cat, bird,
 Base Pet Owners, 2018:10090, 2020:2111, 2022:9939, 2023:10263, 2024:14956.

DOG



Majority of households own a single dog but multi-dog households continue to increase.

Number of Dogs Owned (%)



* Significantly different vs. 2018 at a 95% level of confidence
Q301_4. Percentage share of total dogs own.

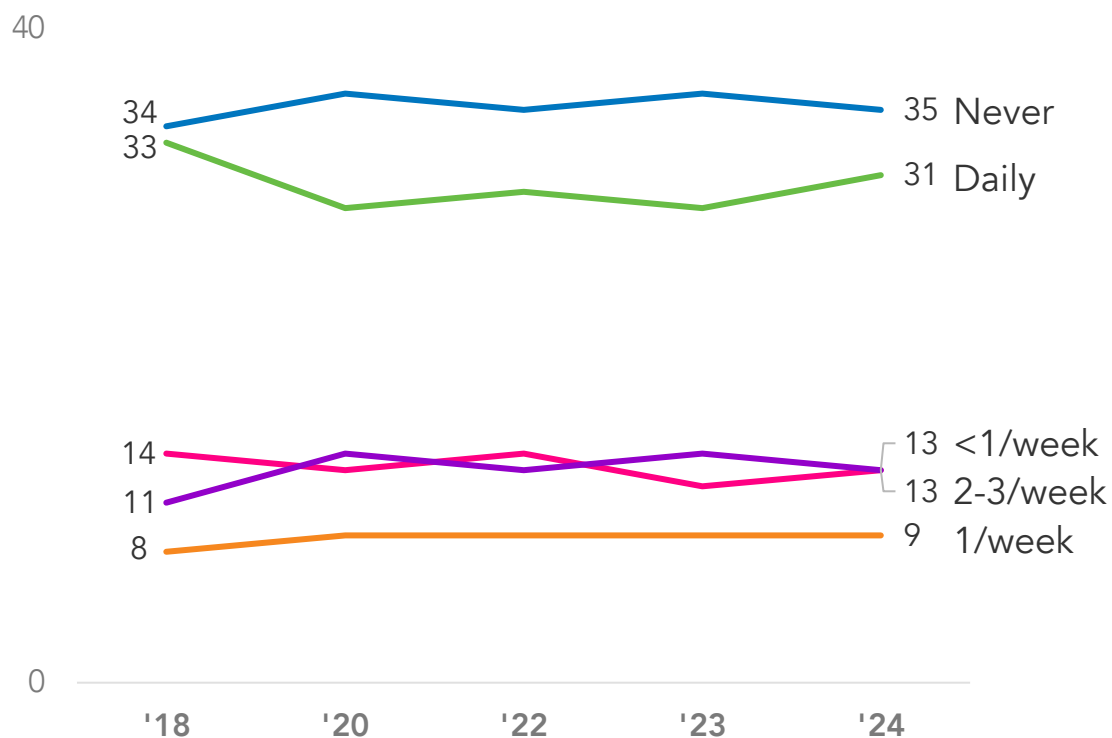
Q301_3. Total number of dogs currently own.
Base 2018:500, 2020:3310, 2022:3512, 2023:3842, 2024:3793.



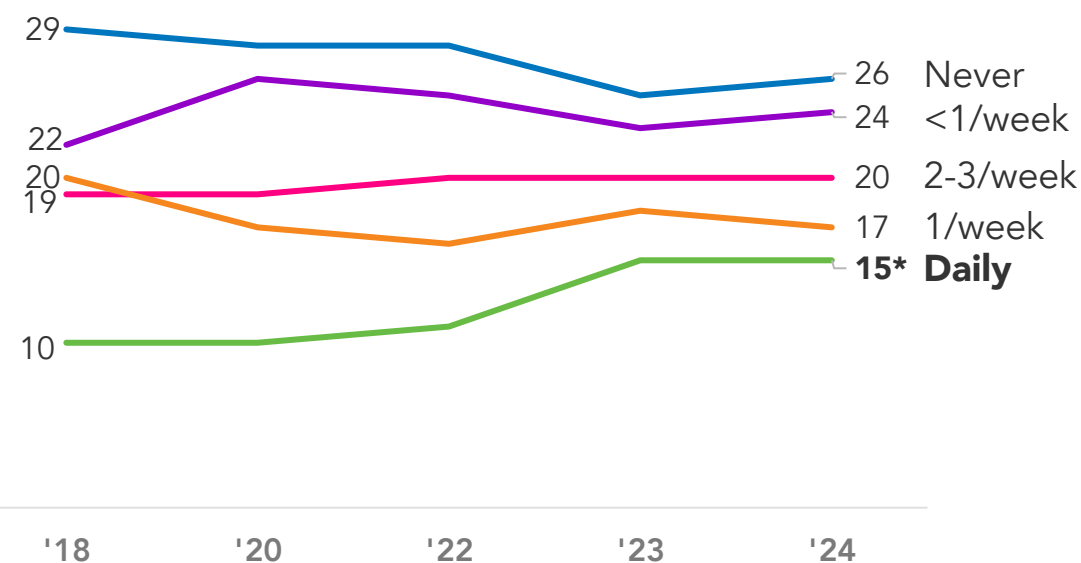
Bringing their dog on daily errands/routine in the car remains popular among dog owners and bringing them on errands on foot improves.

Frequency Dog Accompanies Owner on Daily Routine/Errands (%)

ON FOOT



IN CAR



* Significantly different vs. 2018 at a 95% level of confidence.

Q317D. On Foot/In Car - How often does your dog accompany you on your daily routine/errands?

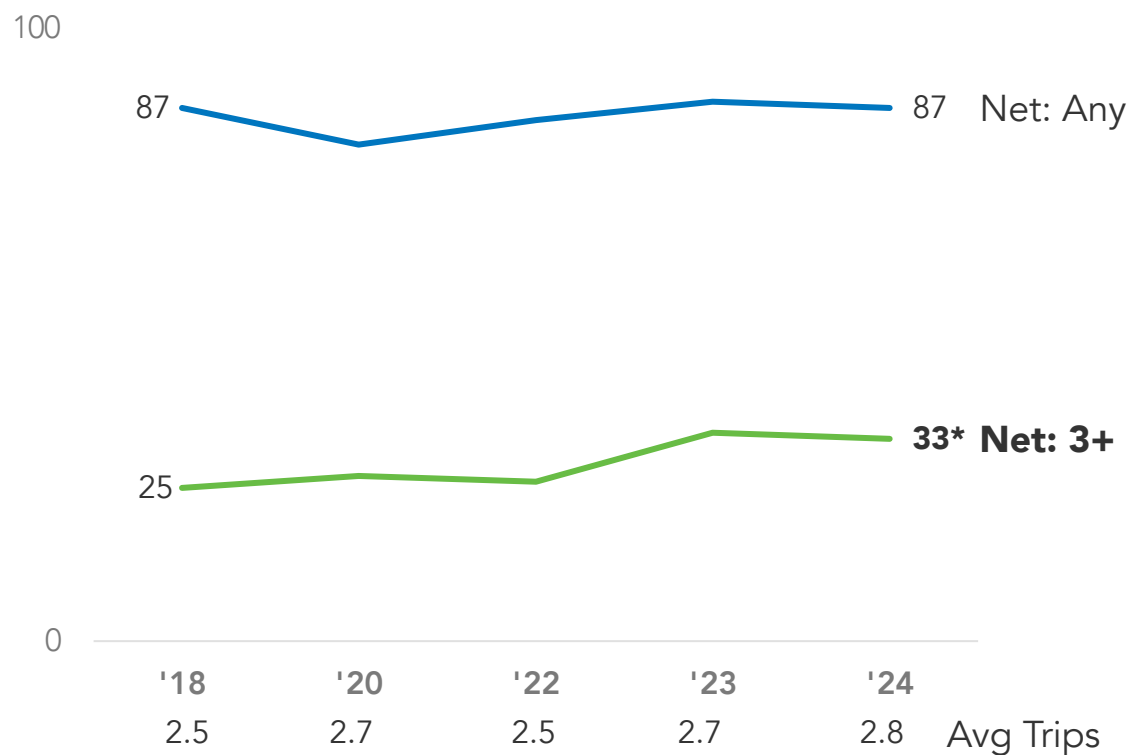
Base 2018:500, 2020:3310, 2022:3512, 2023:3669, 2024:3793.



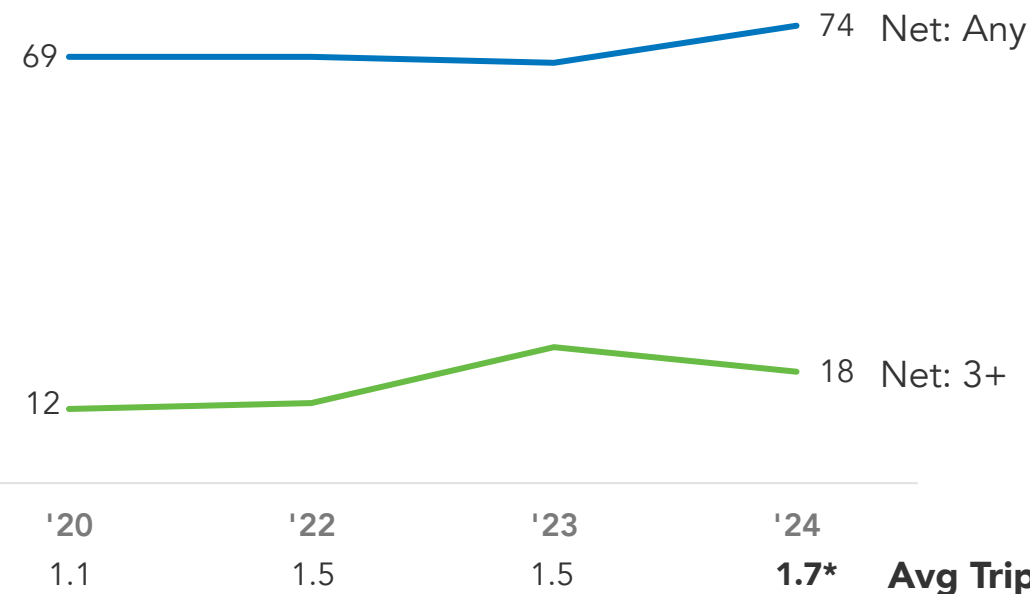
Majority of dog owners take their dogs with them on trips; taking 3+ car trips is stable since last year while "any" plane trip has increased.

Number of Trips taken with Dog in the Past Year (%)

CAR



PLANE



* Significantly different vs. 2018 at a 95% level of confidence.

Q317B_1 In a car/2 On a plane - If you take your dog(s) with you on trips (away from home at least 2 nights), how many trips did you and your dog(s) take in the past 12 months...?

Base 2018:223/-, 2020:1459/143, 2022:1671/191, 2023:1785/229, 2024:1747/219.



If their workplace allowed pets, more dog owners than not would bring their dog to the office.

Likelihood to Bring Pet to Work (%) - 2024

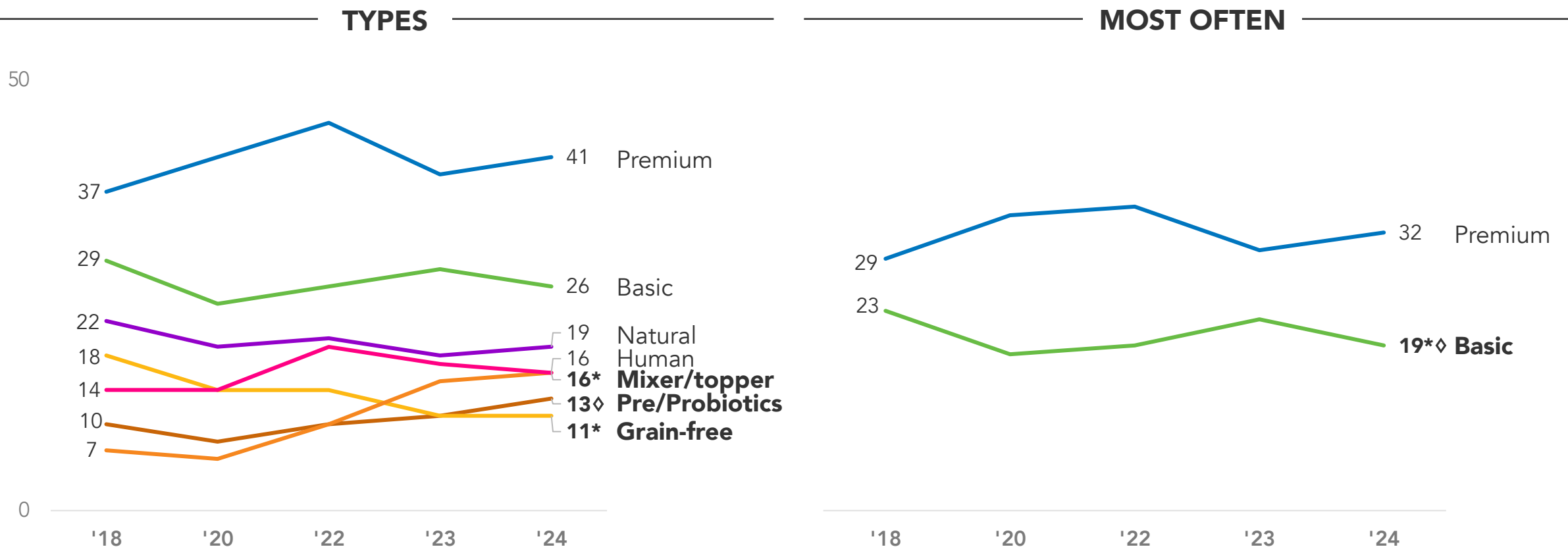


Q317H1. How likely would you be to bring your pet to work if your workplace allowed it?
Base 2024: 3552



Premium food purchases show upward momentum while basic food purchases slip; toppers and pre/probiotics continue trending up.

Type of Food Purchased in the Past 12 Months and Feed Most Often (%)



* Significantly different vs. 2018 at a 95% level of confidence, ♦ Significantly different vs. 2023 at a 95% level of confidence.

Premium food: (food with higher quality ingredients and/or higher digestibility than lower grade food). Basic: generic.

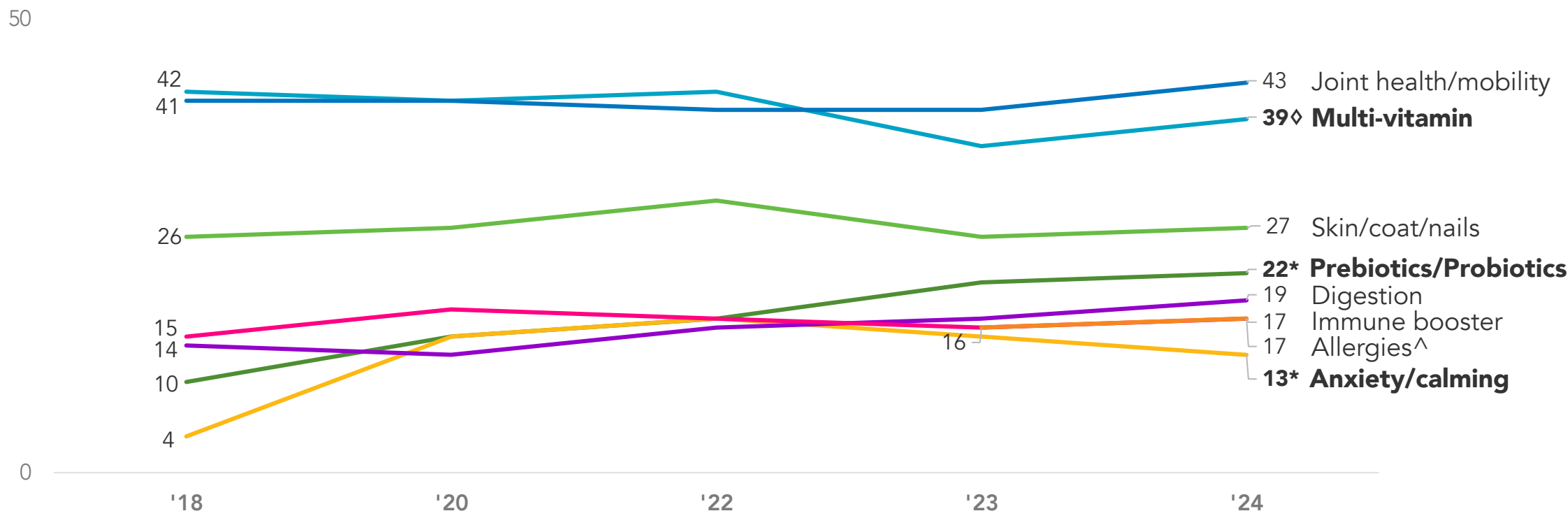
Q318A. Please indicate what types of food you have purchased in the past 12 months for your pet(s). Base 2018:500, 2020:3310, 2022:3512, 2023:3842, 2024:3793.

Q318B. Please indicate what type of food you feed your dog(s) most often. Base 2018:493, 2020:3283, 2022:3478, 2023:3750, 2024:3698.



Joint health and multi-vitamins remain the most popular supplements given to dogs. Giving pre/probiotics continues to gain momentum.

Types of Dog Vitamins/Supplements Given (%)



* Significantly different vs. 2018 at a 95% level of confidence, ◇ Significantly different vs. 2023 at a 95% level of confidence. [^]Supplement for allergies added in 2023.

Q315B. Which of the following types of vitamins or other supplements (not included in food) do you give your dog(s)?

Base 2018:170, 2020:1469, 2022:1699, 2023:1912, 2024:1993.

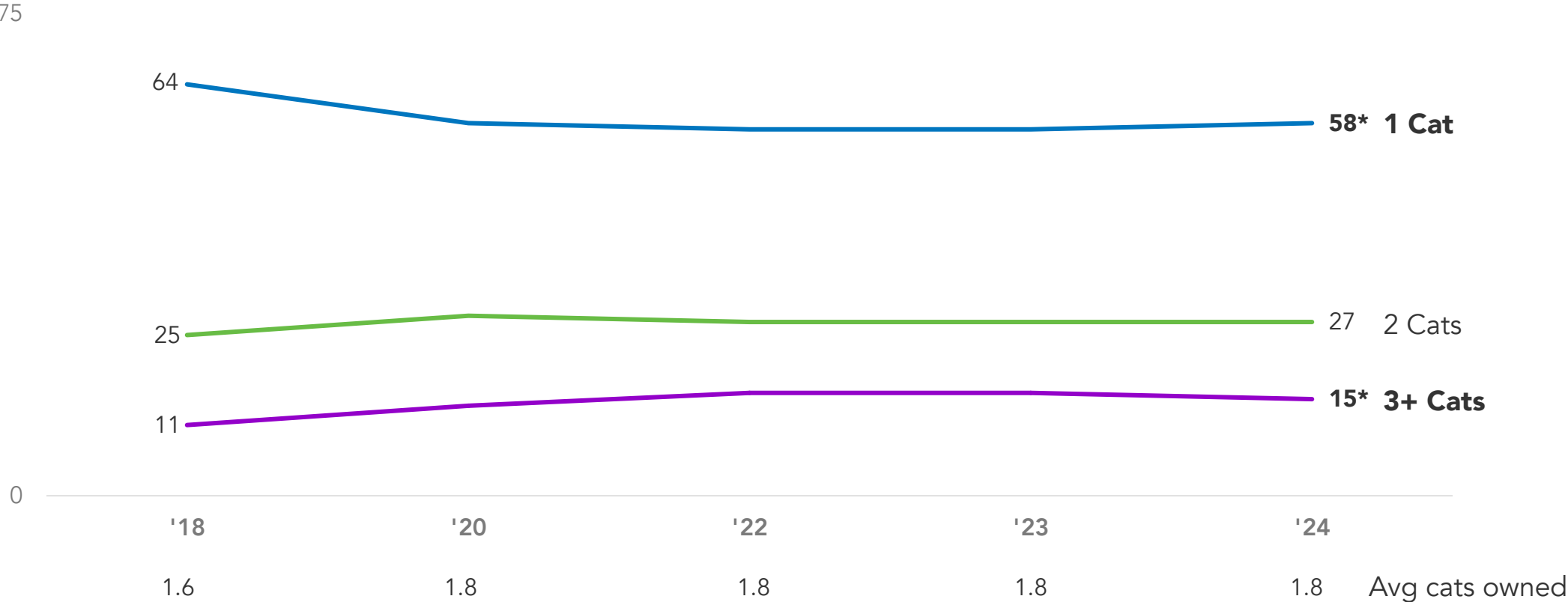


CAT



Owning multiple cats is becoming more common.

Number of Cats Owned (%)



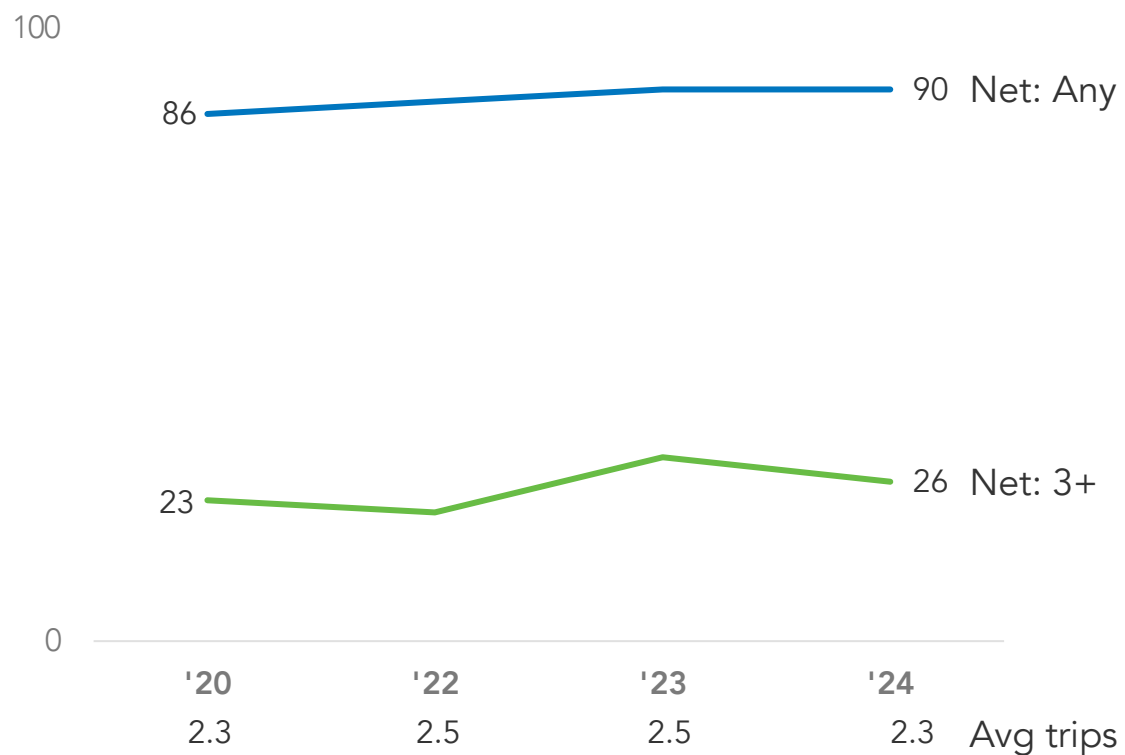
* Significantly different vs. 2018 at a 95% level of confidence.
Q401_4. Percentage share of total cats own.
Base 2018:500, 2020:3022, 2022:3508, 2023:3551, 2024:3606.



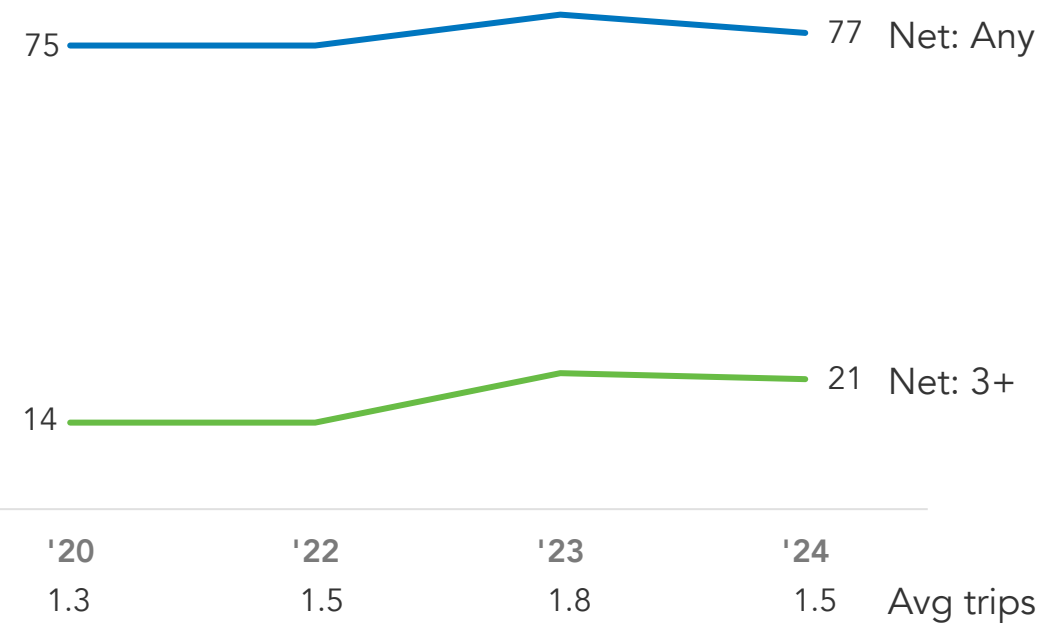
Most cat owners have taken their cats on a trip in a car or plane; taking 3+ plane trips has grown over time.

Number of Trips Taken with Cat in the Past Year (%)

CAR



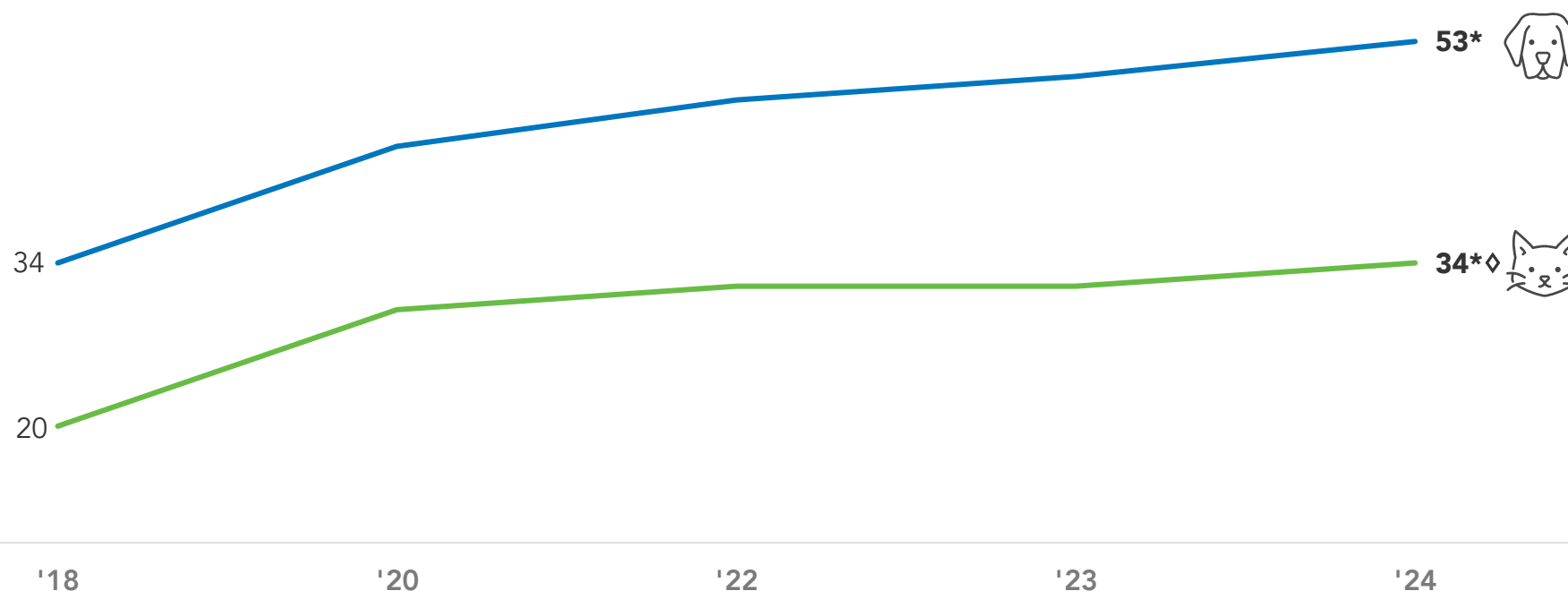
PLANE



Vitamins and/or other supplements are increasingly popular among dog and cat owners; significantly higher than 2023 among cat owners.

Currently Give Dogs/Cat Vitamins and/or Other Supplements: **Net Yes (%)**

60



* Significantly different vs. 2018 at a 95% level of confidence,

◇ Significantly different vs. 2023 at a 95% level of confidence.

Q315A. Do you currently give your dog(s) vitamins and/or other supplements (not included in food)?

Base 2018:500, 2020:3310, 2022:3512, 2023:3842, 2024:3793.

Q413A. Do you currently give your cat(s) vitamins and/or other supplements (not included in food)?

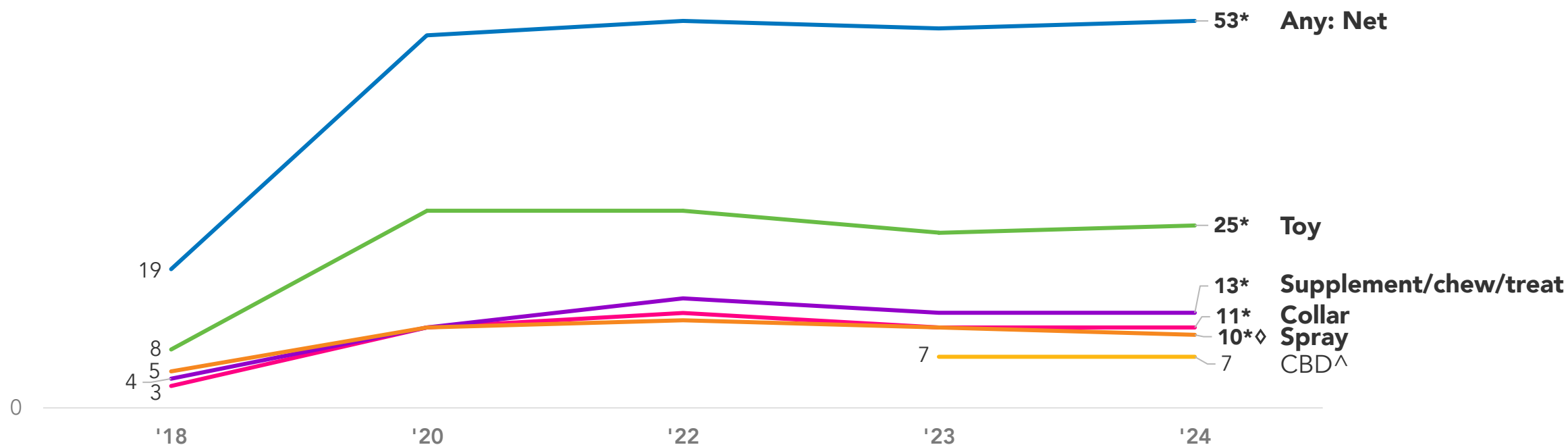
Base 2018:500, 2020:3022, 2022:3508, 2023:3551, 2024:3606.



Purchases of calming products for cats increased during the pandemic and have become the new norm.

Types of Calming Products Ever Used (%)

60



* Significantly different vs. 2018 at a 95% level of confidence, ◇ Significantly different vs. 2023 at a 95% level of confidence. ^CBD added to the question in 2023.

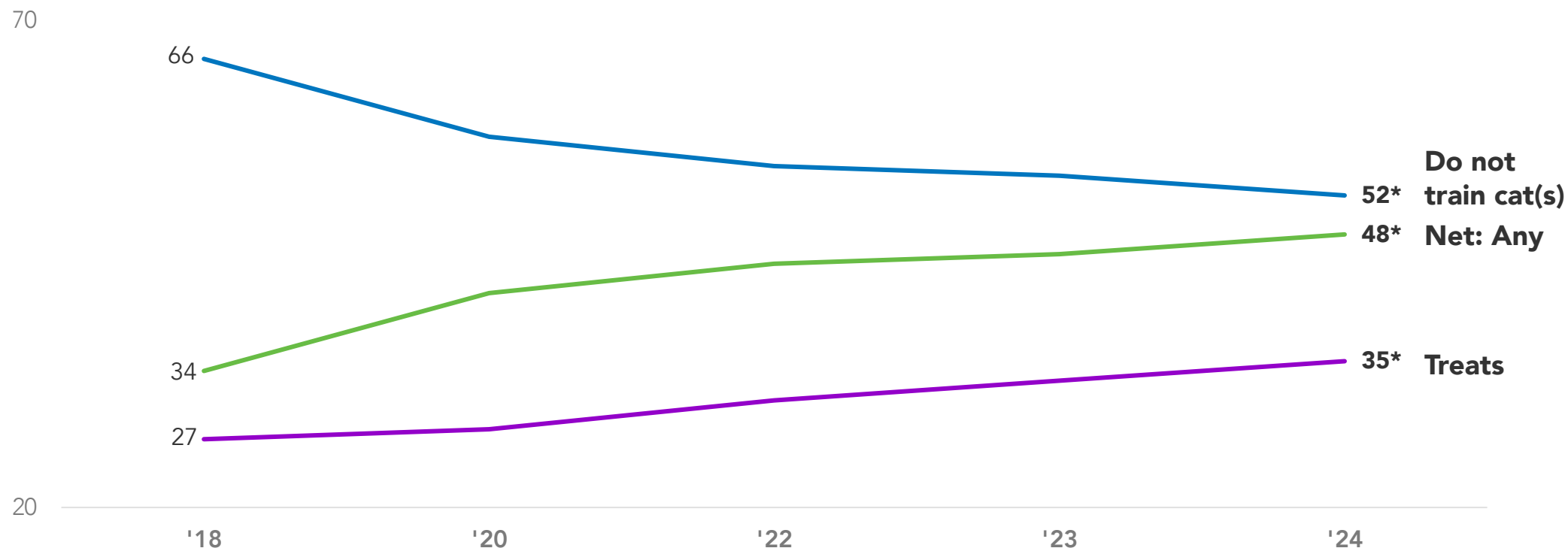
Q420E_combined - Which of the following calming products have you ever used on your cat(s)?

Base 2018:500, 2020:3022, 2022:3508, 2023:3551, 2024:3606.



Use of training aids for cats has grown over time. with treats being the most commonly used, also increasing in popularity.

Training Aids Used (%)



* Significantly different vs. 2018 at a 95% level of confidence.

Q418A. Have you ever used any of the following to help train your cat(s)?

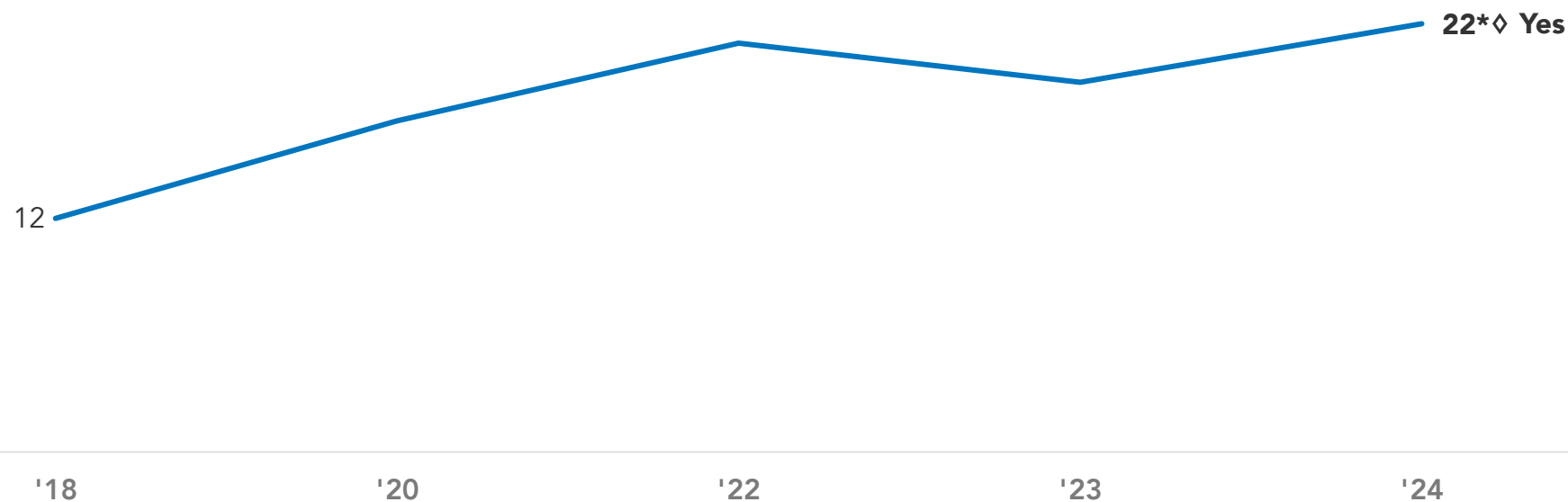
Base 2018:500, 2020:3022, 2022:3508, 2023:3551, 2024:3606.



More cat owners are having their cats groomed professionally.

Cats Groomed Professionally in the Past 12 Months (%)

30



* Significantly different vs. 2018 at a 95% level of confidence, ♦ Significantly different vs. 2023 at a 95% level of confidence.

Q414. Have you had your cat(s) groomed professionally within the past 12 months?

Base Cat 2018:500, 2020:3022, 2022:3508, 2023:3551, 2024:3606.



THANK YOU



If you have any questions about this report
or any of APPA's research, please email

APPA
American Pet Products Association