

2026

STATE OF THE INDUSTRY

Insights from the 2025
National Pet Owners Survey

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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



Sample & Method

APPA partnered with nationally recognized organizations to conduct the 2025 National Pet Owners Survey (NPOS). Invitations to the online survey were sent to a nationally representative sample.

The screener sample was balanced using current U.S. Census targets for gender, age, region, race/ethnicity, income and household size to assess current pet ownership in the U.S.

Respondent Qualifications

Screener Respondents

Age 18 or older, nationally represented to current U.S. Census statistics.

Questionnaire Respondents

Must own a pet from one of the following categories

- Dogs
- Cats
- Saltwater Fish
- Freshwater Fish
- Reptiles
- Birds
- Small Animals
- Horses

Method

The National Pet Owners Survey is conducted in two parts - a screener and a detailed pet owner module (questionnaire). There are eight different modules (questionnaires), each corresponding to a different type of pet - dog, cat, bird, small animal, reptile, freshwater fish, saltwater fish and horse. Upon completing the screener, if the respondent has a pet, they are selected for one of the eight follow-up modules to complete it based on the type of pet they own.

A total of 9,221 completed pet owner surveys are included in the data set. The table shows the number of completed surveys for each pet type. To maintain trended data, considerable effort was made to ensure the questionnaire maintained consistency. Details on the margin of error are in the Appendix.

STATE OF THE INDUSTRY

Introduction

The U.S. pet market continues to show resilience and momentum. Pet industry expenditures reached \$158 billion in 2025 (+3.7%), with \$165 projected in 2026 (+4.4%). Accelerating performance in 2025 was largely driven by online channels, with sequential improvement throughout the year. 2026 is off to a strong start, with full-year growth projected near 4.4%, roughly 2% of which is driven by inflation.

In 2024, U.S. pet ownership regained momentum, with Gen Z helping drive a 12% increase. In 2025, U.S. pet ownership remained stable, with 95 million U.S. households owning at least one pet. Multi-generational shifts among pet owners, growing dog and cat ownership, a strengthening human-animal bond, and influencer-led discovery and purchasing decisions are all shaping where the industry goes next.

Industry Expenditures

2025 Pet Industry Expenditures

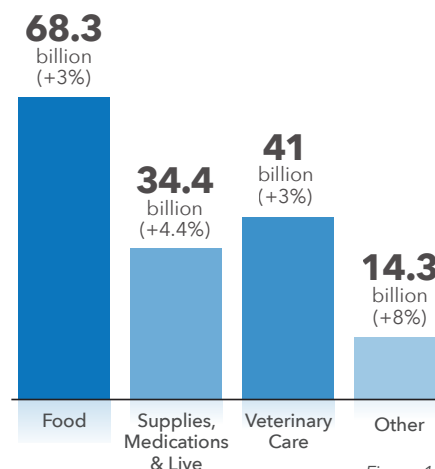


Figure 1A

\$158 billion spent on pets in 2025

Actual Industry Expenditures (in \$ Billions): 2009-2025

	Food & Treats	Supplies, Medications & Live*	Veterinary Care	Live Animal	Other	Total
2009	\$18	\$10	\$12	\$2	\$3	\$45
2010	\$19	\$11	\$13	\$2	\$4	\$49
2011	\$20	\$12	\$13	\$2	\$4	\$51
2012	\$21	\$13	\$14	\$2	\$4	\$54
2013	\$22	\$13	\$14	\$2	\$4	\$55
2014	\$22	\$14	\$15	\$2	\$5	\$58
2015	\$23	\$14	\$15	\$2	\$5	\$59
2016	\$28	\$15	\$16	\$2	\$6	\$67
2017	\$29	\$15	\$17	\$2	\$6	\$69
2018	\$34	\$19	\$28	–	\$10	\$91
2019	\$36.4	\$19.4	\$29.4	–	\$10.4	\$95.6
2020	\$42	\$22	\$31	–	\$8	\$103
2021	\$50	\$30	\$34	–	\$10	\$124
2022	\$58	\$32	\$36	–	\$11	\$137
2023	\$64.4	\$32	\$38.3	–	\$12.3	\$147
2024	\$66	\$33	\$40	–	\$13	\$152
2025	\$68.3	\$34.4	\$41	–	\$14.3	\$158

*Live included in this category beginning in 2018.

Figure 1B



2026 Pet Industry Expenditures (Projected)

\$165
billion in sales projected for 2026
(+4.4%)

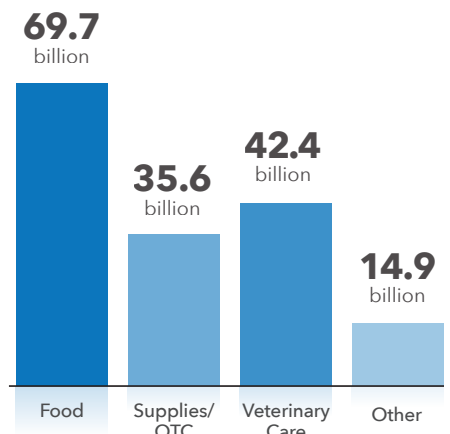


Figure 1C

Forecasted Industry Expenditures (in \$ Billions): 2026-2030						
	Food	Supplies/OTC	Veterinary Care	Other	Total	YoY Growth
2026	\$69.7	\$35.6	\$42.43	\$14.87	\$164.84	4.3%
2027	\$71.92	\$37.11	\$44.22	\$15.57	\$173.09	5.0%
2028	\$74.05	\$38.62	\$46.02	\$16.27	\$181.35	4.8%
2029	\$76.21	\$40.14	\$47.82	\$16.97	\$189.61	4.6%
2030	\$78.36	\$41.65	\$49.61	\$17.67	\$197.86	4.4%

Figure 1D

Economic Outlook

Pet Influence

Economic Contribution



187,045,387
adult consumers live in a household that owns a pet.

Figure 1E

At the end of 2025, there were nearly **119 million** households buying pet products with an average value per buyer of \$773 - a **↑2.9%** increase over the previous year.

Figure 1F

PET OWNERSHIP

U.S. Pet Ownership

U.S. pet ownership remains strong at 71% of households in 2025. As a percent of U.S. households, ownership across species holds steady year over year, with a 4% increase in dog and 5% increase in cat ownership. At the same time, the estimated number of U.S. pet-owning households shows modest decreases in freshwater fish, small animal, bird, and saltwater fish ownership from 2024. Despite these species-specific declines, total pet ownership holds steady year over year.



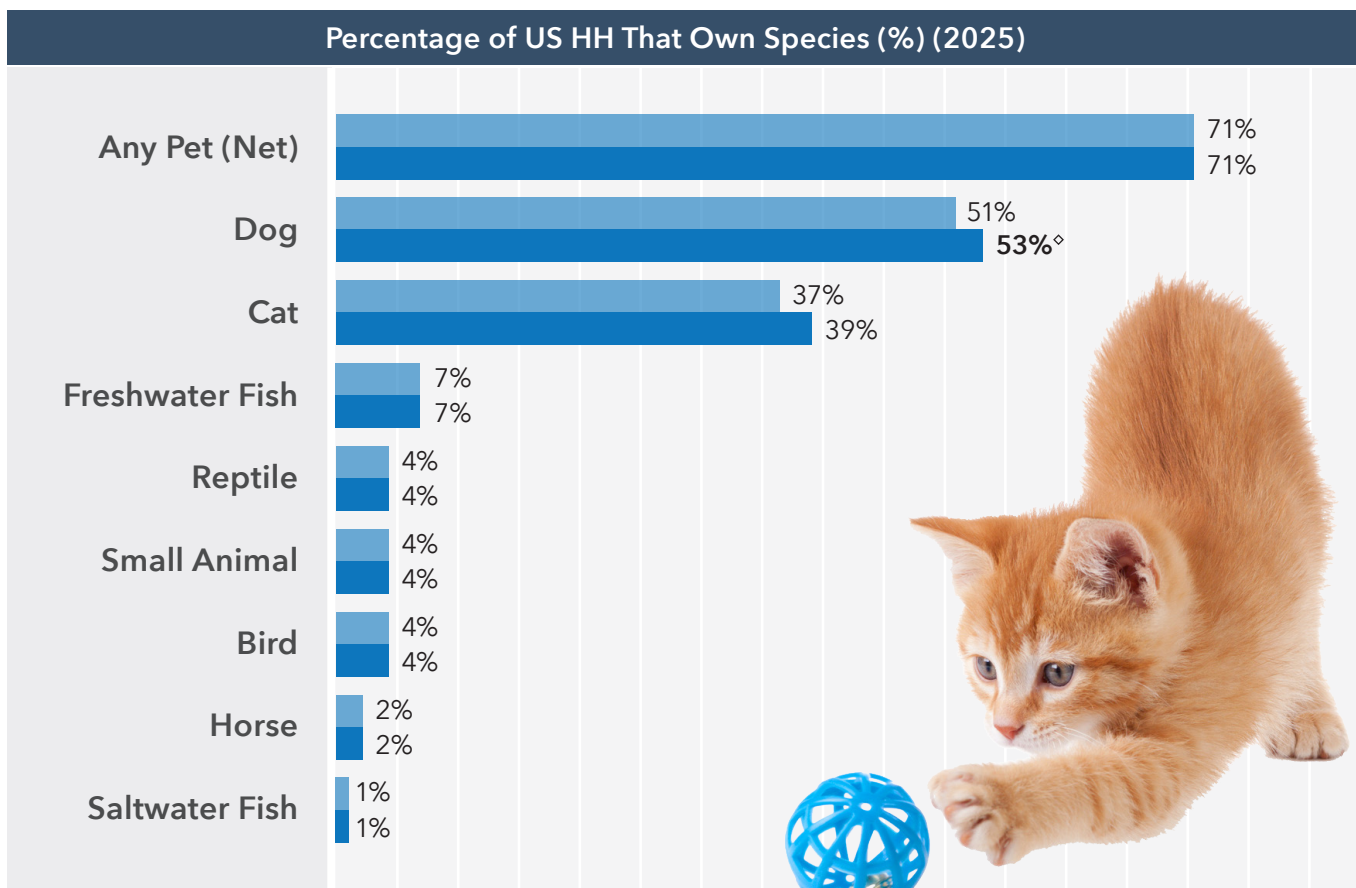
Pet Ownership as a Percentage of U.S. Households (%)

Pet Ownership as a Percentage of U.S. Households									
2010	2012	2014	2016	2018	2020	2022	2023	2024	2025
62%	68%	65%	68%	67%	70%	66%	63%	71%	71%

Figure 7A

By Species

■ 2024 ■ 2025



[◇] Statistically significant from 2024

Figure 7B

Estimated Number of U.S. Households that Own a Pet (Millions)

Estimated Number of U.S Households That Own a Pet (Millions)									
2010	2012	2014	2016	2018	2020	2022	2023	2024	2025
73	83	80	85	85	91	87	82	94	95

Figure 7C

By Species

2024 2025

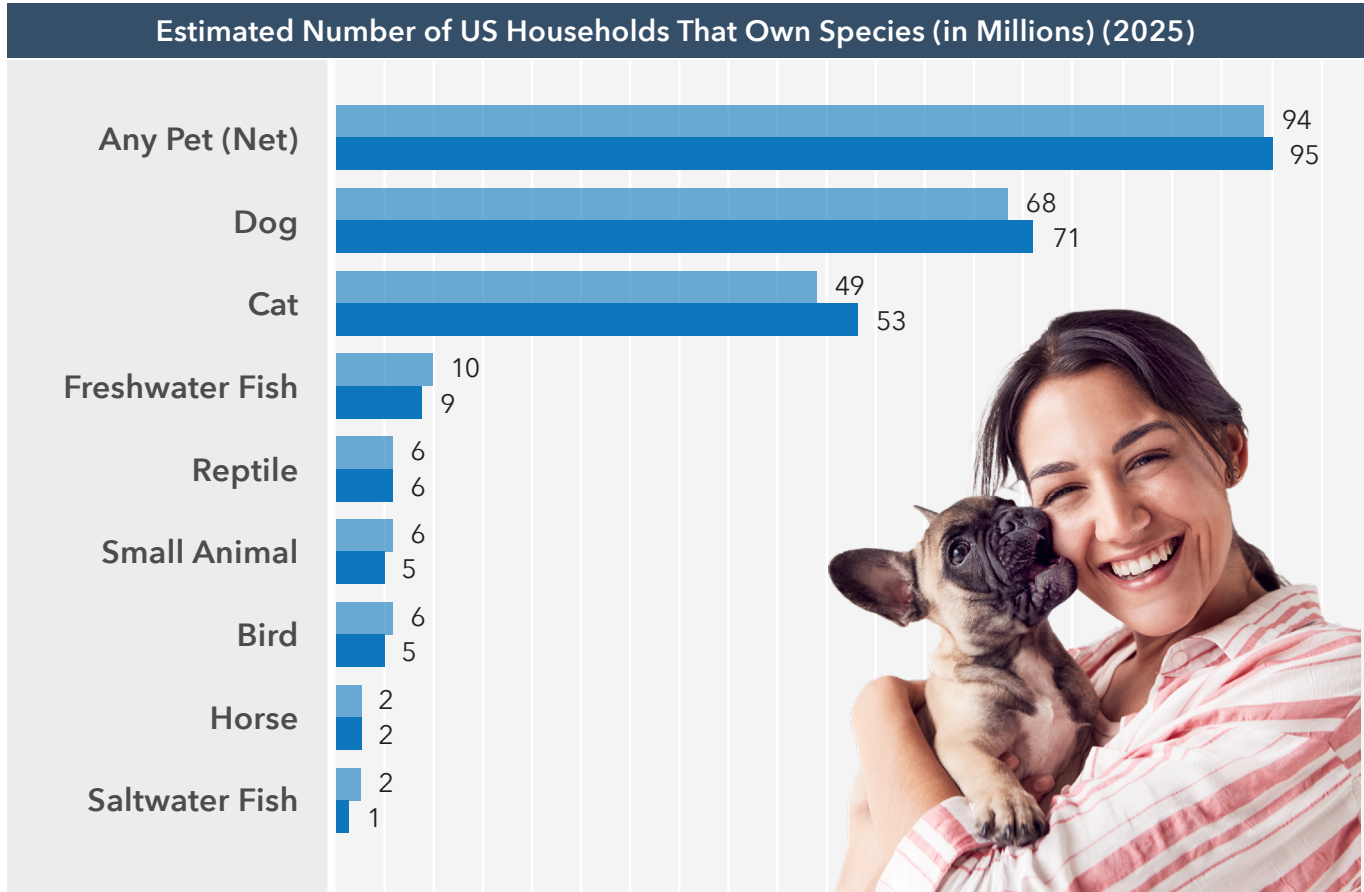


Figure 7D



Multi-Pet Ownership

Looking beyond overall pet ownership, multi-pet households represent a consistent, high-engagement segment. In 2025, multi-pet ownership increased by 3% and remains relatively stable over time, with Gen Z and Millennials the most likely generations to own two or more pets.

Multi-Pet Ownership (2+ Pets)

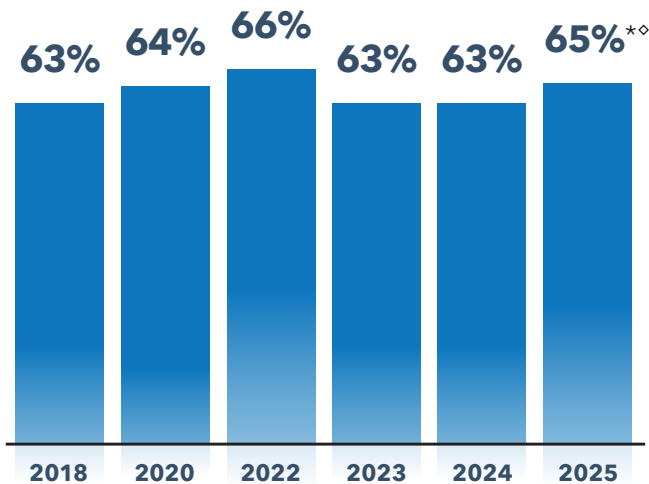


Figure 7E



Multi-Pet Ownership (2+ Pets) by Generation

Gen Z						
	2018	2020	2022	2023	2024	2025
2+ Pets	66%	70%	71%	67%	70%	68%

Gen X						
	2018	2020	2022	2023	2024	2025
2+ Pets	67%	65%	66%	66%	64%	64%*

Millennial						
	2018	2020	2022	2023	2024	2025
2+ Pets	67%	71%	73%	69%	68%	69%*

Boomer						
	2018	2020	2022	2023	2024	2025
2+ Pets	56%	55%	55%	55%	52%	54%

* Statistically significant from 2018 | *° Statistically significant from 2018 & 2024

Figure 7F

U.S. Pet Owner Demographics

Generation

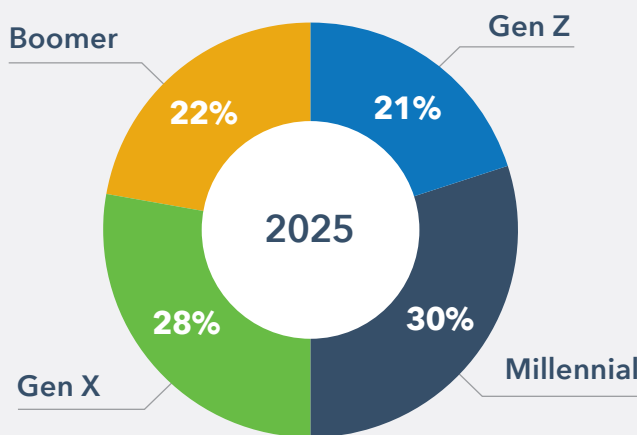
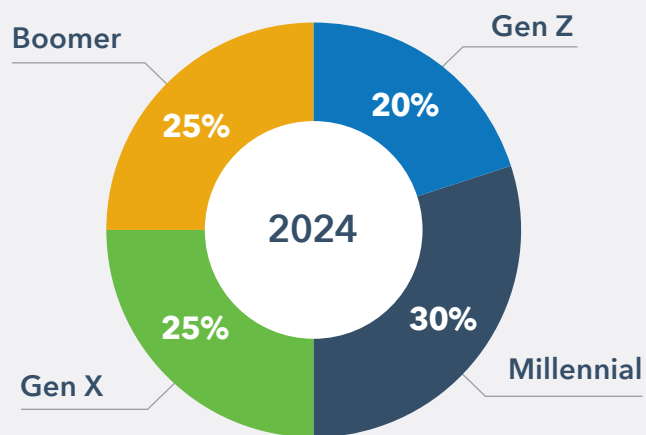


Figure 7G





More Information

If you have questions about this report or any of APPA's data products, please email research@americanpetproducts.org.

For deeper insights, check out APPA's NPOS Data Platform, at www.americanpetproducts.org/data-platform.

To learn more about APPA's other research products, visit www.americanpetproducts.org/research-insights.

