

Potential in Pets

In 2018, the pet industry was a \$72-billion-dollar industry, according to the American Pet Products Association. Year-after-year this number continues to grow as more people are spending more money on their furry — or scaly or feathery — friends. We've seen pet departments at some of your garden centers and have heard from others that they're thinking of adding the category.

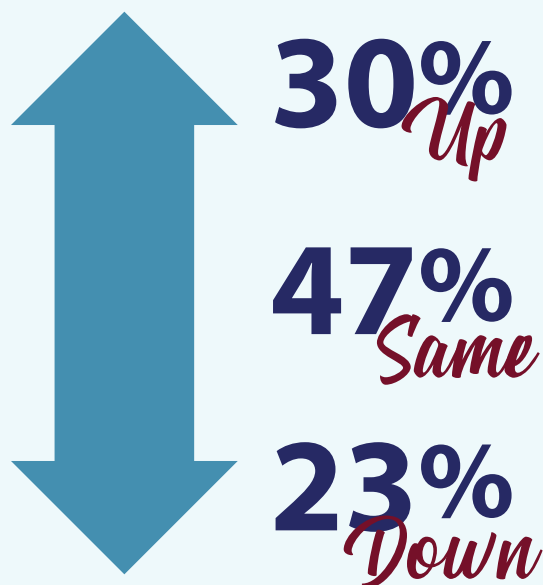
We surveyed our Lawn & Garden Retailer readers and here are the responses from the garden retailer respondents who sell pet-related products.

What are your top-selling pet products?



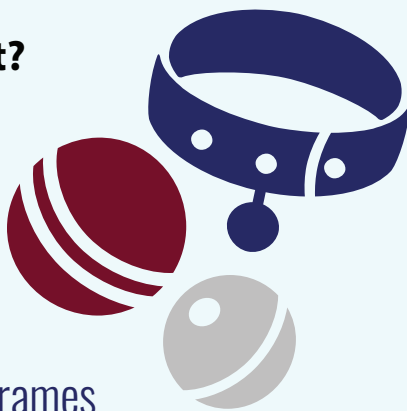
1. Treats
2. Accessories
3. Food
4. Toys
5. Gifts

How were 2018 pet product sales compared to 2017?



What flies off your shelf fastest?

1. Locally Made Treats
2. Collars
3. Rawhide Chews
4. Chuck It! Dog Ball Launchers
5. Pet-Related Signs & Picture Frames
6. Dog Bandanas



93% allow pets in their stores!

What pets does your store cater to?



The pet category is a rapidly growing category for garden centers:

50% have had a pet department for **5 YEARS OR LESS!**