



5 Of The Hottest Trends In The Pet Industry

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The Pet Spa at Soap.Club, a natural pet products supply business based in Ontario, Canada outlines the hottest trends in the burgeoning pet industry. The American Pet Products Association (APPA) predicts that spending in Specialty Pet Services will surpass \$700 billion in 2017, with certain segments in the pet industry showing significant growth.

Jack Widmer Pet Spa Manager states "So many pet parents treat their furry friends as beloved family members. They trend toward lavishing their pets with premium quality products such as natural dog shampoos and services such as upscale holistic spa services."

The sky seems to be the limit on the amount of money that American pet owners are willing to spend on their best friends. The following segments in the pet industry look to remain very hot for years to come.

Natural Pet Products

Pet owners have become passionate in their belief that just as family members their loyal companions also deserve a luxurious spa experience at bath time. They are concerned with harsh chemicals, artificial colors, dyes and preservatives found in so many pet products.

According to Widmer ?Pet owners are opting to purchase a natural hypoallergenic pet shampoo in an effort to maintain and/or improve their pet?s health and well-being. ?They are much more conscious about sustainability and search for products that are 100% biodegradable.?

Pet Friendly Travel and Accommodations

Families are more frequently taking their pets on vacation. Information resources for those that travel with pet companions as well as directories for hotels that welcome pets are available on-line. There are also several pet friendly travel apps to direct travellers to accommodations that welcome dogs and cats.

Commuters often opt to take their companions to work, thus avoiding long periods of separation and the anxiety that pets experience by being alone for long periods of time. Many work place environments now include dedicated pet daycare areas.

Pet Insurance

There are a number of reasons for the dramatic acceleration in sales of pet policies recently:

Increasing costs of veterinary services and medical care. Spending on vet bills was \$16 billion in 2016 alone.

Pets are regarded as family members.

The life span of pets is increasing. They require more complex care as they reach their twilight years and no one wants to be in the situation of not being able to afford to provide them the quality of life they deserve.

Doggie Boot Camp/Training

This concept has exploded in the last few years and shows no sign of abating. When it comes to training a dog, the truth of the matter is that it is the owner that needs to be trained in understanding canine behavior. Many dog?s issues are owner-generated and there is a considerable difference between reacting to a dog?s behavior, and initiating a dog?s behavior.

One option is to send a family's best friend to professional K-9 training very soon after first bringing them home and before bad behaviour has been established. For a new member of the family the away time is usually 2 weeks. But, when they return yothe ur new pet behaves perfectly and responds to every command. For older dogs it can take up to 10 weeks to ?reboot? a misbehaving pooch.

Mobile Pet Grooming

This service has become very much in demand as it is so convenient for the consumer. Groomers come right to the pet's front door and provide full grooming services in specially equipped vehicles.

This provides the animal with a true spa experience. Many groomers use a natural pet shampoo, and the combination of being lathered with soothing ingredients plus the proximity to their parents makes this much less stressful for the beloved pet..

Pet owners who would like to learn more of the health benefits of natural pet products can visit Soap.Club online.

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The Pet Spa by Soap.Club

The Pet Spa by Soap.Club; makers of the finest quality, natural pet grooming products. The small family run business supplies its products globally. All products are cruelty free and biodegradable. The company has Amazon listings and an online store.

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