



Pet Care Industry Analysis 2017

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The Pet Spa at Soap.Club, an international supplier of premium quality natural pet shampoo, based out of Vaughan, Ontario, Canada, announced Pet Care Industry Analysis 2017 as the newest segment of their 2017 Spring Pet Awareness Campaign. The campaign began March 2nd, will run until May 1, 2017, and is designed to champion pet owner awareness, all in an effort to augment, enhance, and improve the lives of our most loyal companions.

The Pet Care Industry is made-up of services and products that keep our pets alive, healthy, and happy. The global pet care market continues to exhibit strong growth with the North American market dominating sales of pet products, and internet retailers such as Amazon (AMZN) being an essential key to emerging market growth.

Jack Widmer, manager of The Pet Spa at Soap.Club, advises, "This growth is mainly driven by the premium pet products sector, as an expanding number of pet owners around the world come to think of their pets as family members. People are healthier in the presence of animals, and healthy pets make for happy pet owners."

The average annual growth rate of pet industry expenditures since 2002 is 5.4%, and revenue has been

growing solidly for over 20 years. According to the American Pet Products Association (APPA) the total U.S. Pet industry expenditures in 2017 are estimated to be \$69.36 billion.

Revenue by Segment

Food

2016 \$28.23 billion

2017 (Estimate) \$29.69 billion

Supplies/OTC Medicine

2016 (estimated): \$14.71 billion

2017 (Estimate) \$14.93 billion

Veterinary Care

2016 \$15.95 billion

2017 (Estimate) \$16.62 billion

Live Animal Purchases

2016 \$2.11 billion

2017 (Estimate) \$2.01 billion

Pet Services: Grooming & Boarding

2016 \$5.76 billion

2017 (Estimate) \$6.11 billion

The burgeoning "natural" branch of the pet care industry shows particular promise as pet parents demand that the food they feed their pets and the products that they use to groom them, is comparable in quality to what they are using on themselves. "We realize that pet owners wonder; what is the best shampoo to use on

their dogs and cats," Widmer states. "We developed our natural oatmeal pet shampoo and conditioner with natural ingredients so there are no worries of allergic reactions or harmful ingredients that could hurt your beloved pets. The proprietary formulation of The Pet Spa Hypoallergenic Pet Shampoo and Conditioner is 100% biodegradable and rich in vitamins and antioxidants, there are no toxic chemicals that dry out the pet's skin and coat as found in commercial pet products."

For over 25 years research has shown that that living with a pet can keep one healthy. There are a number of sites available on-line that show how living with a pet provides certain health benefits to their human companions. Pet parents may consider investing in dog and cat behavioural guides to teach them how to better understand their best friend.

Those interested in learning more of the health benefits of natural hypoallergenic pet products can visit Soap.Club online. The company is committed to always improving their range of natural pet grooming supplies, and they encourage everyone to check their website regularly for any new developments. The Pet Spa natural pet shampoo is currently available on Amazon, where it has attracted a significant level of positive reviews from customers hailing its effectiveness.

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For more information about The Pet Spa by Soap.Club, contact the company here: The Pet Spa by Soap.Club
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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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