

# Pet Gifts



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As consumer pet purchases grow to include gifts for themselves, their pets and others' pets, retailers should provide gifts, home décor and apparel that appeal to a wide variety of animals and their owners.



With 68 percent of U.S. households owning a pet, according to the American Pet Products Association (APPA), the popularity for pet gifts is only growing with the years.

## One for You, One for Me

APPA found that dogs are the most popular pet in the U.S.; with 48 percent of Americans reporting that they have a dog, followed by 38 percent of Americans owning a cat. It's not really surprising then, that consumers also said they purchase gifts for others' pets as well as for themselves in the 2019 Gift Book Consumer Survey. Forty-four percent of consumers said that it was likely that they would buy a pet-themed present as a gift for another, while 54 percent said they would purchase a pet-themed gift for themselves. Seventy-five percent of consumers alone said they purchased pet-themed home or apparel gifts to show off their love for their animals.

This year, coffee mugs, stationery, socks and giftable T-shirts that sported pet pride were among the most popular pet-themed gifts. More elegant pet products, like high-end water dishes, food bowls and decorative treat jars, also hit the market this year, as did dog bowties and more luxury apparel. General home décor, like wall art and personalized picture frames, that let a homeowner express their love for their pet (and sometimes preference for their pet over humans) will continue to be in demand, as well.

## Pet Parenting

Millennials account for the largest group of pet owners at 35 percent, and are the most caring owners of all generations, according to APPA. Toys are the most popular pet gifts across the nation in the 2019 Gift Book Consumer Survey and as owners look to ensure their animals' health and safety, retailers should consider merchandising gadgets that monitor pet locations, heart rates, calories burned, temperature and more.

Retailers would also be wise not to forget the other kinds of household pets. In 2018, APPA found that U.S. households also include 13.6 million pet fish, 7.9 million pet birds, 6.7 million pet rabbits, 4.7 million pet reptiles and even 2.6 million horses. Seventy-four percent of small-animal owners bought their pets a present in 2018, and adding offerings for these pet owners can create a loyalty that might not be there for owners of more common pets.