

Pet Spending Reaches New High

According to the American Pet Products Association (APPA), pet owners in the United States set a new record for the pet industry with over 50 billion dollars spent on their animal companions last year. Although food and veterinary expenses continue to contribute an estimated two thirds of spending, growth in the variety, demand, and availability of specialty pet products and services has surged as pets play an increasingly prominent role in our lives.

Puzzle feeders, bionic toys, and automated games are replacing the simple tennis ball to provide entertainment and mental stimulation at the same time. Orthopedic pet beds, custom mattresses, and other comfort items are cropping up in homes with pet owners now providing multiple sleeping areas for their pets. Pet-friendly hotels, travel safety equipment, and camp-style pet-sitting services are enabling more Americans to bring their pets wherever they go or ensure they are pampered daily in their absence.

Leading the spending charge are the “Baby Boomers”, a mature generation of parents and homeowners with large disposable incomes who are lavishing love and money on their beloved pets as their children grow and leave the home. Many of you will also recognize this demographic as the leading source of both financial and in-kind donations to your organizations.

For this reason, it is important for animal welfare groups to maintain the relationships that begin with the adoption of a new pet, and there is significant opportunity to increase your organizations’ revenues by meeting their pet product needs. Specialty products in particular are an important niche market for shelters which cannot compete with the buying power of big box retailers. However, with new products hitting the market daily it can be difficult to carry the many items available in your retail space and for those groups without brick and mortar facilities, maintaining any kind of inventory is next to impossible.

Working with an online shopping vendor can provide a successful solution for organizations seeking to provide the wide variety of products necessary to capture a percentage of this vast and growing market. As a member of the PetPoint network, your organizations have the opportunity to integrate ThePetangoStore.com into your web presence without creating your own website or providing your own fulfillment. With over 10,000 products in a variety of specialty shops and categories you can comfortably provide the vast variety your clients want and expect.

In addition, with the upcoming launch of the new “shopping cart” for ThePetangoStore.com, we will soon be rolling out the long-awaited white label store. Through this program, ThePetangoStore.com infrastructure can be used to create a complete online pet pharmacy and supply store branded in the name of your organization and bearing your colors throughout.

Although there is currently a waiting list for the white label program, ThePetangoStore.com also has the flexibility to tailor the shopping experience to your organization and adopters through custom landing pages accessed by banners and links on your own website. These landing pages can be produced quickly and easily so if your organization is interested in the white label program but currently waiting for development, a landing page can provide a suitable alternative while our technical support team fulfills your request. You can also add ThePetangoStore.com Facebook application to your fan page and share ThePetangoStore.com weekly eflyer with your friends and fans.

Participating in this program is as simple as contacting your area representative to ask how you can best utilize ThePetangoStore.com relationship. If you’re not sure who your representative is, you can also contact the Shelter Outreach team at 1-866-597-2424, ext. 365.

Did you know?

Through ThePetangoStore.com "Shelter Donation Program" a portion of every purchase is donated to the PetPoint organization of the shopper's choice. This means 10% of all pet supply purchases by your new pet adopters and supporters, including food, treats, and toys, can be donated back to your organization and applied toward your ongoing rescue efforts.

Sincerely,

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