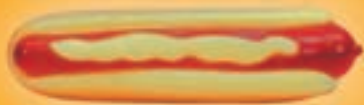





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Going to the Dogs

Equine Retailers Discovering Pet Products Can Bolster Sales, Profits

By Paul Wahl, Editor

Nearly 80 percent of horse owners also own dogs.  More than 60 percent of households own a pet, and almost half of those own more than one pet.  More than \$34 billion will be spent on pet products in the United States in 2004. 

Armed with those facts, a growing number of equine retailers are stocking up on leashes, collars and dog food and offering them along with halters, lead ropes and horse feed.

“Equine retailers offering dog products will, in my opinion, take an important step in becoming a one-stop shop for their customers,” said Bob Vetere, COO and managing director of the American Pet Products Manufacturers Association Inc. (APPMA), based in Greenwich, Conn. “Once that happens, customers will think of them first, whether shopping for their horse or dog.”

The 750-member association is the leading not-for-profit trade association serving pet product manufacturers and importers. The association conducts industry-related market research, scientific research and educational seminars.

Like so many trends before it in the equine trade industry, pet products have been slowly creeping into the mix over the past few years. The movement has become more pronounced in recent months.

State Line Tack has been a leader in experimenting with the equine and pet mix. The Arizona-based company has opened more than 100 tack shops inside PetsMart stores.



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