

“Producing line extensions that cross over into pets, especially in many areas such as food, treats and supplements ... could prove to be a creative profit center,” Vetere said.



Fetching the newspaper takes on a new meaning with this chew toy from Coastal Pet Products Inc.

Some retailers have incorporated just a few lines of pet products, and still others have made room for a deep foray into the category.

A number of equine manufacturers have been producing pet-related products for years. Many retailers start with their products and branch out from that point.

Success with pet products for retailers isn't as easy as putting up a cardboard display with leashes on it.

Vetere says equine retailers need to know their customers and stock accordingly.

“If his customer base is comprised of blue collar, lower-income workers, a \$2,000 Gucci dog bed is probably not going to sell very well,” Vetere said.

He noted that there are three primary retail channels for pet products: large department stores, high-end boutique-type pet stores and specialty pet stores that offer a variety of products but don't cater to owners who are terribly price conscious.

Vetere said most equine stores would probably find themselves in the latter category.

Given the raft of statistical information on the pet industry APPMA has amassed, it's clear that a lot of money is spent on food, clothes, treats, nutraceuticals and other items. Unlike the equine industry, pet product manufacturers include some of the nation's largest companies.

Proctor & Gamble owns IAMS Co., one of the largest producers of dog food. Nestle owns Ralston-Purina. Paul Mitchell, Harley Davidson and Old Navy offer lines of pet products.

The Unique Side of Pet Products

- 🐾 Omaha Steaks gourmet dog food.
- 🐾 Yellow lawn spot removers.
- 🐾 Faux mink coats.
- 🐾 Canine mouthwash and electric toothbrushes.
- 🐾 Self-flushing litter boxes.
- 🐾 Computerized feeding and drinking systems.



The K9 Snak-a-Ball is designed to evenly distribute dog biscuits, entertain canines for long periods and slow down hasty eaters. From Talisker Bay.