

Horse Health Overview

Horse Health Products

72 percent of retailers surveyed said they carry horse health products in their store(s). They reported these items to be their top five sellers:

Fly Products	50.2%
Dewormers.....	44.8%
Shampoos/Conditioners.....	30.7%
Joint Support.....	26.7%
Brushes/Combs	23.8%

Switcharoos

No surprises here. This category remained exactly the same compared to the previous year.

Customer Profile

Who is the typical core horse health customer according to those surveyed?

She is a female (84%), 35-44 years of age (56%), and is almost equally concerned with quality (51%) as with price (49%).



What's Hot% stocking more in the next 12 months

Fly Products	49.4%
Dewormers.....	37.5%
Joint Support.....	32.6%
Shampoos/Conditioners.....	32.4%
Hoof Products.....	32.3%

Fly products, dewormers and joint formulas remained strong as the top three products retailers would buy more of this year, indicating that retailers probably have a hard time keeping them on the shelves. Shampoos/conditioners jumped from sixth to fourth compared to last year, while brushes/combs dropped from fourth to sixth.

And What's Not % stocking less in the next 12 months

Herbal-based Supplements.....	11.0%
Cough Aids.....	8.0%
Digestive Aids.....	7.3%
Joint Support.....	6.6%
Clippers.....	5.7%

Except for herbal supplements, which jumped 5 percent and gained the number one spot, these items remained about the same as compared to the previous year, suggesting that retailers who stock them are still finding it challenging to move them.

Distributors Rule

Sales in the multibillion dollar equine health care industry are ruled largely by distributors, which is different from any other category in this State of the Market Report. Unlike the tack, apparel and home furnishings segments, the horse health care industry has chosen to direct its resources more towards consumer education and marketing, leaving distributors to handle order tracking and delivery. A number of manufacturers still maintain a direct relationship with retailers, creating a nucleus of loyal customers who are educated about their products and who pass on their knowledge to consumers.

Top Horse Health Product Suppliers

These 10 companies/manufacturers of horse health goods were given the highest ratings by surveyed readers who buy their products.

- 1. Farnam**
- 2. Bradley-Caldwell**
- 3. Holt Animal Health**
- 4. Ivesco/Wynco**
- 5. Lextron**
- 6. Chem-Tac**
- 7. Vita-Flex**
- 8. R.J. Matthews**
- 9. W.F. Young**
- 10. Jeffers Vet Supply**

Horse Health Retailers Say

"Farnam is a recognized brand, offers many quality products, and their help desk is always available."

"Bradley Caldwell carries a large variety of items, and their truck delivers every two weeks."

"The folks at R.J. Matthews are friendly and prompt, and offer a good selection."