

Horse Health Products

68 percent of retailers surveyed said they carry Gifts or Home Accessories in their store(s). They reported these items to be their best sellers:

Based on annual gross sales

Fly Products	29.9%
Dewormers	28.5%
Shampoos/Conditioners	14.6%
Supplements (Other than hoof or joint)	10.2%
Brushes/Combs	9.5%

Based on product volume

Dewormers	32.7%
Fly Products	32.7%
Brushes/Combs	16.0%
Shampoos/Conditioners	11.5%
Supplements (Other than hoof or joint)	5.1%

Top Horse Health Suppliers

My top five best-selling Horse Health brands or lines are:

Farnam	62.3%
Absorbine	31.4%
Cowboy Magic	11.3%
Horse Health	5.7%
Pyrahna	5.7%

The best Horse Health supplier (manufacturer or distribution) that I deal with is:

Ivesco/Wynco	9.6%
Lextron	9.6%
R.J. Matthews	8.9%
Bradley-Caldwell	5.5%
Farnam	4.8%

“Ivesco/Wynco carries most types of products we sell repeatedly and are a great company to deal with.”



CUSTOMER PROFILE

Who is the typical core Horse Health customer, according to those surveyed?

Female	69.5%
Age 31-50	74.9%
Western Rider	34.8%

What's HOT

Fly Products.....	44.8%
Dewormers.....	36.2%
Brushes/Combs.....	33.3%
Shampoos/Conditioners.....	30.2%
Joint Support	27.6%

What's NOT

Clippers	10.5%
Senior Formulas	9.8%
Cough Aids	8.9%
Supplements (not hoof/joint).....	7.3%
Joint Support	7.2%

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