

Pet Product Association Looks to Holiday Season

Dog and cat owners likely to offer their furry friends value-priced holiday gifts.

Posted: October 25, 2008, 5 a.m. EDT

The holiday season is just around the corner, and pets are bound to be at the top of the shopping list for many pet owners across the country.

The American Pet Product Association estimates pet owners will spend billions of dollars on gifts for their pets this holiday season, with more than half of all dog and cat owners — about 83 million households — purchasing presents for their furry friends.

APPA President Bob Vetere anticipates the struggling economy to have some impact on shoppers this holiday season, but said the pet industry, while not “recession-proof” is proven to be “recession-resistant.”

Pet owners will still want to reward their pets, he said, but many will be looking more to value-priced products. The economy may also affect where consumers shop for gifts. For example, if an individual is already out at the grocery store, he or she may look for pet items there as opposed to driving out of the way to a specialty store.

On the other hand, he said, individuals who have more disposable income will be looking for high-end boutique products.

“I think you’re going to see a blip in both those ends of the spectrum as the holiday season approaches,” he said.

Vetere also noted that pet services are especially hot in the pet industry right now. That might mean more pet owners will be looking to purchase gift certificates for grooming services or spa treatments this holiday season.

Whatever the case, from clothes and shampoos to decadent holiday treats and stainless steel water bowls, pet owners have a lot to choose from this year when it comes to picking the perfect holiday gift.