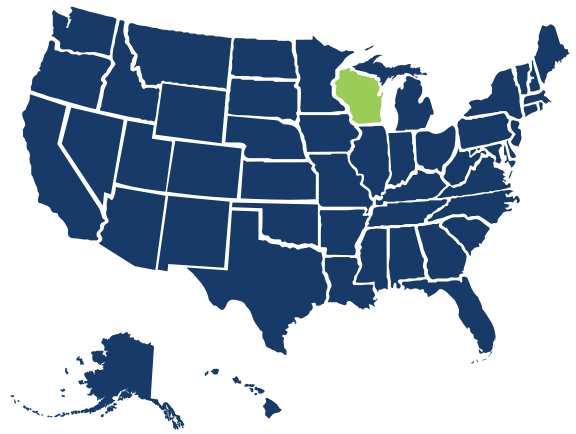


ECONOMIC IMPACT OF THE WISCONSIN PET SECTOR



Wisconsin is just one part of the American pet sector that supports 2.75 million jobs nationwide. The U.S. pet sector contributes \$303 billion directly and indirectly to America's economy and \$217 billion in annual gross domestic product. The care and companionship of pets is integral to not only the emotional and physical well-being of people, but also to the strength and stability of our economy.

There are **2.5M** households in Wisconsin

About **59%** own at least one pet

About **34%** own at least one dog

And **32%** own at least one cat

Average of almost **1.7** pets per household

\$2.19B spent by Wisconsin pet owners on pets in 2024

\$1.93B annual transactions in Wisconsin, with multiplier effects



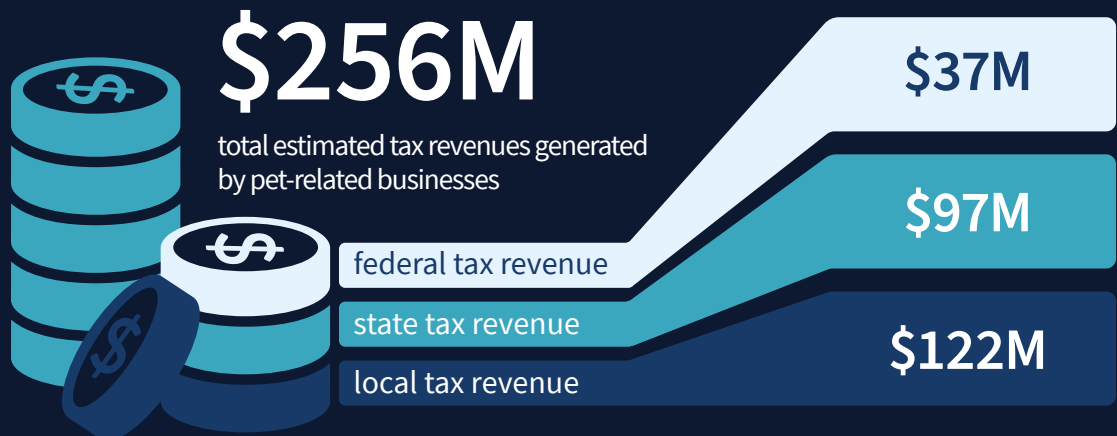
Although a portion of revenue went out of state, Wisconsin pet food manufacturers, retailers and veterinary service providers, to name a few, capture a share.



29,789 jobs in pet-related goods and service industries

40,429 jobs linked directly or indirectly to pet support sector

\$1.55B in-state earnings



*Expenditures of Wisconsin pet-owning households include all related expenditures based on a survey of pet owners conducted by the American Pet Products Association and the American Veterinary Medical Association. Economic Impact Data sourced from: Knudson B, Miller S. The Economics of the US Pet Food and Pet Supply Industry. Product Center and Center for Economic Analysis, Michigan State University, March 2024. Pet ownership data sourced from: APPA National Pet Owners Survey: 2023-2024.

