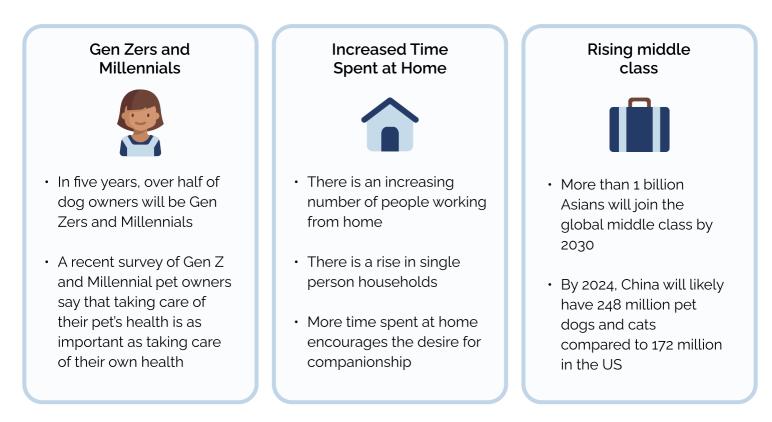
Pet Humanisation Megatrend



Pet humanisation is a powerful long-term megatrend where pets are being treated more like humans than animals. In a recent survey conducted by the Human Animal Bond Research Institute (HABRI) Foundation, they found that 95% of participants viewed their pets as part of their family.

What is driving the increase in global pet expenditure?



Percentage of U.S. Dog-owning Households with at Least 1 Dog Under 2 Years of Age

