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# **PET PRODUCTS & SERVICES INDUSTRY GUIDE**

Updated March 2017



This is a guide to some of the resources available within the Business & IP Centre relevant to the pet industry.

Inside you will find sources of information such as market research (statistics, trends, developments), key companies, trade magazines, newsletters, and Internet sources.

This guide will be useful to anyone starting a business within the pet industry and also for those wanting to further their knowledge within this area.

## Start-Up Information



Available in the BIPC and online with a library card

The Cobra database contains practical fact-sheets on all aspects of starting, running and managing a small business – including information on writing business plans, marketing, company structures etc.

It also covers the practical aspects of how to start and run particular types of businesses – outlining necessary skills, regulations, licences & legislation etc. and highlights other sources of information and advice available.

Fact sheets for small business in PDF format – available online via electronic resources:

### Business Opportunity Profiles

Aquatic Retailer	2015	BOP269
Boarding Kennels	2016	BOP048
Cattery	2016	BOP083
Dog Walker	2016	BOP308
Livery Yard	2016	BOP079
Pet Dog Trainer	2015	BOP425
Pet Grooming Service	2016	BOP037
Pet Shop	2015	BOP170
Pet Sitter/Home Boarding Service	2016	BOP382
Tack Shop	2015	BOP302
Veterinary Surgery	2016	BOP261
Worm Farm	2016	BOP198

### Mini Business Opportunity Profiles

Animal Hydrotherapy Service	2015	MBP003
Animal Physiotherapist	2015	MBP002
Pet Hotel	2015	MBP050
Rabbit Farmer	2015	MBP091
Pet Clothes Designer	2013	MBP227
Pet Funeral Service	2013	MBP049
Pet Photographer and Portrait Painter	2013	MBP051
Pet Taxi Service	2014	MBP332

### Market Synopses

Pet Care and Pet Services	2015	SYN018
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## Market Research & Statistics

If you are planning on starting a business you will need to be aware of the latest trends, developments and opportunities within your industry which can all be found from market research.

Market research also covers market size & forecasts, consumer demographics & attitudes, the key players & products and will often include SWOT and PEST analysis showing areas of strength, weakness, opportunities etc.

Included here are reports covering the UK, Europe, and global markets. Reports covering other world regional markets are not included.



- **Pet Care In [country]. Industry Overview, 2016.** These industry overviews contain data on pet populations, sales of pet products by category, manufacturer, brand, category of retailer.

**Pet Products in [country]. Category Briefing, 2016.** These category briefings contain data on cat litter, pet healthcare products, pet dietary supplements, and “other pet products”.

**Other Pet Food in [country]. Category Briefing, 2016.** These category briefings contain data on the market for pet foods for birds, fish, “small mammals” (gerbils etc.), reptiles.

These three titles have been produced for the following European countries in 2016:

- Austria
- Belgium
- Denmark
- Finland
- France
- Germany
- Greece
- Hungary
- Ireland
- Italy
- Netherlands
- Portugal
- Russia
- Spain
- Switzerland
- United Kingdom

Other Passport Euromonitor titles published in 2015-2016:

**Contrasting Fortunes for Pet Dietary Supplements in North America and Western Europe. Opinion , Jan 2016**

**Pet Care: Regional Prospects. Datagraphic, 2016.**

Gives thumbnail graphs of the retail value sales of Pet Food and Pet Products in the major world regions from 2011 to (projected) 2021.

**Pet Care in Industry Overview, 2016.** Contains data on pet populations, sales of pet products by category, manufacturer, brand, category of retailer.

**What's Hot in Pet Food in 2016? Opinion, 4 January 2016.**



These reports have sections on: industry performance; industry outlook; products & markets; competitive landscape; major companies; operating conditions; key statistics.

**Accessible via  
electronic databases**

- **Garden Centres and Pet Shops in the UK** November 2016
- **Veterinary Services in the UK** November 2016



These reports have the following sections: overview; the market; the consumer; data.

**Accessible via  
electronic databases**

- **Pet Food – UK** August 2016 Also has a section on companies & brands.
- **Britain's Pet Owners** August 2015

## Internet Sources

Below are listed the websites of major UK associations and societies. These can provide useful information, such as: lists of members; calendars of forthcoming shows and events; details of training, professional qualifications and accreditation. Some also carry advertising.

N.B. This list is a selection only. There are many other societies and organisations whose websites may be useful sources of information.

### **Pet Industry Federation**

Trade association for the entire pet industry. Website includes a Services Locator.

<http://www.petcare.org.uk>

### **Pet Food Manufacturers Association Ltd.**

Trade association. The Pet Food Facts page includes information on codes of practice, labelling, and legislation.

<http://www.pfma.org.uk>

### **Pet Owners Association**

Website has a Directory of pet services, and a list of forthcoming pet events – dog shows, family days out etc.

<http://www.pet-owners.co.uk/>

### **Association of Pet Dog Trainers UK**

Professional association's website.

<http://www.apdt.co.uk/>

### **The APBC | Association of Pet Behaviour Counsellors**

Includes a members' list, and information on pet behaviour counselling as a career.

<http://www.apbc.org.uk/>

### **Pet Product Retail Association**

A specialist division of the British Independent Retailers' Association (BIRA)

<http://www.bira.co.uk/sectors/ppra/>

### **The Kennel Club**

The UK's largest organisation dedicated to the welfare of dogs. Website has a list of forthcoming dog shows.

<http://www.thekennelclub.org.uk/>

### **National Association of Pet Sitters & Dog Walkers**

Professional association dedicated to maintaining standards. Offers courses in pet-sitting and dog-walking.

<http://www.narpsuk.co.uk/>

**Cats Protection,**

The UK's leading feline welfare charity

<http://www.cats.org.uk/>

**National Association of Veterinary Physiotherapists**

Professional association. Includes information on training.

<http://www.navp.co.uk/>

**Dog Breeders Association.**

Professional association

<http://www.dog-breeds.co.uk/>

**Governing Council of the Cat Fancy**

The main organiser of cat shows in the UK. Website includes a calendar of forthcoming shows.

<http://www.gccfcats.org/>

**Association of Dogs and Cats Homes (ADCH)**

Professional association

<http://www.adch.org.uk/>

**Canine Hydrotherapy Association.**

Professional association and governing body. Website includes list of canine hydrotherapy centres in the UK.

<http://www.canine-hydrotherapy.org/>

**The Parrot Society UK**

A good general information resource on pet parrots; also carries advertising.

<http://www.theparrotsocietyuk.org/pet-parrots>

**Ornamental Aquatic Trade Association**

A trade organization for pet stores, fish breeders, and importers. Website features information for both members and consumers.

<http://www.ornamentalfish.org/>

**British Horse Society**

Professional association for riding schools, providing qualifications for instructors and grooms.

<http://www.bhs.org.uk/>

### **British Equestrian Trade Association - BETA**

Trade association for all businesses connected with equestrianism. Includes calendar of forthcoming horse shows.

<http://www.beta-uk.org/>

### **National Cavy Club**

Gives details of local cavy (guineapig) clubs, and a calendar of forthcoming shows and events.

<http://www.nationalcavyclub.co.uk/>

### **National Hamster Council**

Gives details of local hamster clubs, and a calendar of forthcoming shows and events.

<https://hamsters-uk.org/>

### **National Mouse Club**

Gives details of forthcoming shows, and also has a page of links to websites of major domestic mouse breeders.

<http://www.thenationalmouseclub.co.uk>

### **British Rabbit Council**

Gives details of forthcoming shows, contract details of local clubs, and a directory of breeders.

<http://www.thebrc.org/>

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### **Business & IP Centre Manchester,**

Central Library, St. Peter's Square, M2 5PD

0161 234 1991

[businessinfo@manchester.gov.uk](mailto:businessinfo@manchester.gov.uk)

[www.manchester.gov.uk/bipc](http://www.manchester.gov.uk/bipc)

**Note:** Every effort has been taken to ensure the accuracy of the information contained in this document.



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