

PET PRODUCTS & SERVICES INDUSTRY GUIDE

Updated July 2019



This is a guide to some of the resources available within the British Library 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



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.

accessible via
electronic
databases

It also covers the practical aspects of how to start and run particular types of businesses – outlining necessary skills, regulations, licences and 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

Tack Shop	2019	BOP302
Veterinary Surgery	2019	BOP261
Pet Dog Trainer	2018	BOP425
Pet Shop	2018	BOP170
Pet Grooming Service	2018	BOP037
Pet Sitter/Home Boarding Service	2018	BOP382
Dog Walker	2018	BOP308
Aquatics Retailer	2018	BOP269
Boarding Kennels	2018	BOP048
Cattery	2018	BOP083
Worm Farm	2018	BOP198
Livery Yard	2018	BOP079
Horse Riding School	2018	BOP131

Mini Business Opportunity Profiles

Animal Hydrotherapy Service	2019	MBP003
Animal Physiotherapist	2019	MBP002
Pet Hotel	2019	MBP050
Equine Sports Massage Therapist	2019	MBP018
Pet Taxi Service	2018	MBP332
Cat Café	2017	MBP449
Pet Clothing Designer	2017	MBP227
Pet Funeral Service	2017	MBP049
Pet Portrait Artist	2017	MBP051
Dog Day Care Centre	2017	MBP408
Bed & Breakfast For Horses	2017	MBP132
Farrier	2017	MBP098
Rabbit Farmer	2015	MBP091

Market Synopses

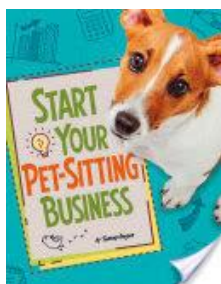
Pets & Pet Care Sector Update	2019	SEC020
Pet Care and Pet Services	2015	SYN018

Business Legal Library

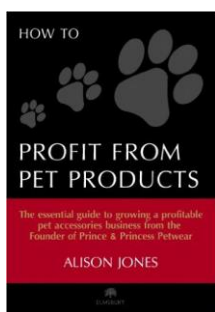
Pet Animals Act 1951	2018	LEG627
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Small Business Help Books

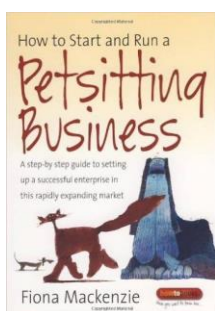
This is a collection of books with practical information aimed at those starting and running a business. Located by the entrance to the Centre.



Start Your Pet-Sitting Business by Tammy Gagne (Raintree, 2018) [SBH.BT.166]
Chiefly intended for younger readers, but contains much useful information.



How to Profit From Pet Products by Alison Jones (Elmsbury, 2012) [SBH.BT.58]
Chapters on: routes into the pet product business: understanding the market; choosing the right sales channels; branding and brands; sourcing products and suppliers; the art and science of pricing; attracting customers; improving your financial performance; thinking about the future.



How to Start and Run a Petsitting Business: a step-by-step guide to setting up a successful enterprise in this rapidly expanding market by Fiona Mackenzie (How To Books, 2008) [SBH.BT.64]

A step-by-step guide, including: researching your market; naming your business; the law relating to animals; pet care; marketing and advertising; sample pet-sitting contracts; insurance, licensing and other legal necessities.

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 and forecasts, consumer demographics and attitudes, the key players and 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]. Country Report, 2019.** These industry overviews contain data on pet populations, sales of pet products by category, manufacturer, brand, category of retailer.
 - **Pet Products in [country]. Country Report, 2019.** These category briefings contain data on cat litter, pet healthcare products, pet dietary supplements, and other pet products.
 - **Other Pet Food in [country]. Country Report, 2019.** These category briefings contain data on the market for pet foods for birds, fish, “small mammals” (gerbils etc.), reptiles.
 - **Dog Food In [country]. Country Report, 2019.**
 - **Cat Food In [country]. Country Report, 2019.**
- These titles have been produced for the following European countries in 2018:

- Ireland
- Netherlands
- Italy
- Denmark
- Sweden
- Ukraine
- Germany
- Bulgaria
- Slovakia
- Switzerland
- United Kingdom
- Czech Republic
- Greece
- Romania
- Finland
- Portugal
- Norway
- Spain
- Belgium
- Hungary
- France
- Poland
- Turkey
- Russia

In addition, there are Country Reports for Austria dated 2018.

Other Passport Euromonitor titles published in 2018 – 2019 include:

- **The World Market For Pet Care. Briefing, June 2019**
- **Dog Food in Eastern Europe. Briefing, April 2019**
- **The Future of Online Grocery, Three Lessons From Pet Food. Briefing, April 2019.**
- **The Future of Pet Care Retailing: Blurring Frontiers. Briefing, September 2018**
- **Innovation in Pet Food: Premiumisation and Segmentation, Briefing, June 2018**
- **Eight Pet Care Trends for 2018. Briefing, March 2018**



GlobalData Consumer/
GlobalDate Retail.
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databases

- **Category Insights: Top Trends in Pet Products 2019** July 2019
Analyses key trends in the market and innovation and assesses the future landscape for new opportunities.
- **Category Innovation Update Q4 2018: Pet Products** October 2018
A snapshot of global innovation published in the previous quarter, exploring innovation trends and opportunities.
- **Category Innovation Update Q3 2018: Pet Products** July 2018
- **Category Innovation Update Q2 2018: Pet Products** April 2018
- **Category Innovation Update Q1 2018: Pet Products** January 2018
- **Retail Viewpoint – Pets at Home FY 2018/19 for the 52 weeks to 28 March 2019** May 2019



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databases

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

- **Garden Centres and Pet Shops in the UK** February 2019
- **Veterinary Services in the UK** February 2019



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databases

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

- **Pet Food – UK** August 2018 Also has a section on companies and brands.
- **Pet Insurance – UK** August 2019
- **Pet Food and Pet Care Retailing – UK** August 2018

Business News & Journals



In order to find the latest news on your topic it is always worth searching Factiva, Business Source Complete and EMIS.

EBSCOhost



You will find articles from specialist business and academic journals, as well as newspapers and magazines. You may also find market research reports and case studies. As well as profiles of leading industry figures.



In, On and For Emerging Markets

You will also find articles covering recent developments, and predicting future trends in your industry.

Printed Sources

Trade Magazines and Newsletters

Useful for gaining inside knowledge, recent trends, industry news, company profiles, reviews of new products and services. Some contain annual reviews and company contact lists. Only included here are publications for which the latest edition held is dated 2014 or later.

None of these are held in the Business & IP Centre. Some are in the Science 2 Reading Room. Others are held in the General Reference and Document Supply collections, and must be ordered (using the Explore the British Library catalogue); delivery time is two working days.



Pet product marketing: PPM (Bauer Consumer Media Ltd., monthly) In Science 2 Reading Room. [(P) HQ 14 -E(4)]



Pbw news: pet business world (Dog World, monthly) General Reference Collection. Shelfmark [ZK.g.b.5817]



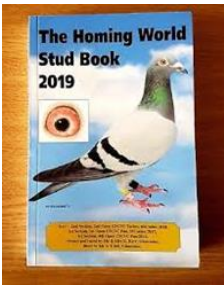
The feed compounder (HGM Publications, monthly) In Science 2 Reading Room [(P) EB 68 -E(7)]



AllAboutFeed: international magazine on animal nutrition, processing and feed management (Reed Busines, ten issues yearly) In Science 2 Reading Room [(P) 636.0855 -E(1)] Most recent issues held at Boston Spa, 48 hours delivery time [0788.615300]



Tropical Fish Hobbyist (TFH Publications, USA, bimonthly) In Science 2 Reading Room [(P)EF70 -E(1)]



Homing World Stud Book (annual) (British Homing World Publishing Co.) In Science 2 Reading Room [(P)EF68(P1) -E(1)]



Magazine of the Parrot Society UK (Parrot Society, monthly) In Science 2 Reading Room [(P)EF68(B1) -E(1)]

Directories

UK pet trade directory: a guide to manufacturers, suppliers and services for specialist pet retailers. (Bauer Media, 2015) [(B) DIR 381.4563608870284]

Lists companies' addresses under: birds; dogs; cats; small animals; reptiles; aquatic; retail support services; wholesalers. Also a Product Locator section.

RCVS Register of Members 2017. (Royal College of Veterinary Surgeons, 2017) [(B) DIR 636.08902541]

Names and addresses of all qualified and practicing vets in the UK.

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

Pet Owners Association

Includes guides to caring for a wide variety of pets, product reviews, expert advice; and password-protected members' pages. <https://pet-owners.org/>

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

Pet Product Retail Association

A specialist division of the British Independent Retailers' Association (BIRA). <https://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. <https://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. <https://www.narpsuk.co.uk/>

Cats Protection

The UK's leading feline welfare charity. <https://www.cats.org.uk/>

National Association of Veterinary Physiotherapists

Professional association. Includes information on training. <https://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. <https://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>

Ornamental Aquatic Trade Association

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

Contact the National Cavy Club via Facebook. <https://en-gb.facebook.com/Thenationalcavyclub/>

National Hamster Council

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

<https://hamsters-uk.org/joomla30/>

British Rabbit Council

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

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

Please note that every effort has been taken to ensure the accuracy of the information contained in this document, however some recently acquired items may since have been added to the collection. Please ask for help at the enquiry desk or check the online catalogue "Explore the British Library" (<http://explore.bl.uk>) for more details.



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