

Business &  
IP Centre  
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**LAUREN PEARS**  
Lady Dinah's Cat Emporium  
London

# INDUSTRY GUIDE PET PRODUCTS

# Pet Products Industry Guide

This guide is designed for anyone starting or running a business related to the Pet Products Industry.

We have highlighted some of the key resources about the Pet Product Industry that you can find at the Business & IP Centre such as general research (statistics, trends and developments), key companies, trade magazines and newsletters.

All you need is a free Reader Pass.

## About the Business & IP Centre (BIPC)

The Business & IP Centre is here to help you start and grow your business. We offer one to ones, specialist workshops, inspiring events and access to premium market data and intelligence – all for free. We are home to the UK's largest collection of business and intellectual property (IP) information, as well as a thriving community of entrepreneurs. Based in the British Library and over 70 libraries across the UK.

## Here to help

If you have any questions, our information specialists at the Business & IP Centre will be happy to help. You can pop into the BIPC reading room on the first floor in the British Library, or email one of the team at [bipc@bl.uk](mailto:bipc@bl.uk)

Updated April 2024  
Gail Mitchell

[bl.uk/bipc](https://bl.uk/bipc)



linkedin



Instagram

# Start-Up Information



**The Cobra database** contains practical factsheets 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 types of businesses – outlining necessary skills, regulations, licences and legislation etc. and highlights other sources of information and advice available.

Accessible via electronic resources

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## Business Opportunity Profiles (BOP)

Aquatics Retailer	BOP269
Boarding Kennel/Cattery	BOP048
Dog Home Boarding	BOP382
Dog Trainer	BOP425
Dog Walker	BOP308
Horse Riding School	BOP131
Livery Yard	BOP079
Pest Controller	BOP233
Pet Groomer	BOP037
Pet Shop	BOP170
Tack Shop	BOP302
Veterinary Practice	BOP261

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## Mini Business Opportunity Profiles (MBP)

Alpaca Farmer	MBP001
Bed & Breakfast (B&B) For Horses	MBP132
Beekeeper and Honey Producer	MBP256
Canine Hydrotherapist	MBP003
Cat Café	MBP449
Dog Day Care Centre	MBP408

Equine Massage Therapist	MBP018
Farrier	MBP098
Pet Clothing Designer	MBP227
Pet Funeral Service	MBP049
Pet Hotel	MBP050
Pet Portrait Artist	MBP051
Pet Taxi Service	MBP332
Snail Farm	MBP111
Veterinary Physiotherapist	MBP002
Worm Farming	MBP477

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## **Market Synopses (SEC&SYN)**

Pets & Pet Care	SEC020
Pet Retail	SYN035
Veterinary Services	SYN034

# Market Research and 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.



## EMIS

EMIS is a research database covering markets research, data and news for international markets, companies, and industries.

- United Kingdom – Cat Care - MarketLine
- United Kingdom – Dog Care - MarketLine
- United Kingdom – Pet Healthcare – MarketLine



## GlobalData

GlobalData is a market research platform that offers consumer and retail information and trends, and actual and forecast sales data for Fast Moving Consumer Goods businesses.

- Consumer Spend Analysis: Baby and Pet Care
- Industry Insights: Navigating the Rising Costs of Pet Care Products



## IBISWorld

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. IBIS World provides trusted industry research on thousands of industries worldwide. Their analysts leverage economic, demographic and market data, then add analytical and forward-looking insight, to help organizations of all types make better decisions.

- Animal Feed Production in the UK
  - Garden Centres and Pet Shops in the UK
  - Online Pet Food or Pet Supply Retailing in the UK
  - Prepared Pet Food Manufacturing in the UK
  - Veterinary Services in the UK
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## Mintel

Mintel provides market research and consumer intelligence solutions to consumer-focused businesses with a combination of syndicated tools and custom insight solutions.

- Household Care Habits of Pet Owners - UK
- Pet Food – UK
- Pet Insurance - UK

From the list of examples above, there are similar titles for other countries. Please ask at the reference desk about any of our other databases such as Kompass and Local Data Online.

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## **Passport Euromonitor International**

Passport Euromonitor International is a market research platform offering industry data, consumer insights and macroeconomic trends from over 200 countries around the world.

- Cat Food in the United Kingdom
- Dog Food in the United Kingdom
- Other Pet Food in the United Kingdom
- Pet Care In the United Kingdom
- Pet Products in the United Kingdom

# 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. Ordered via Explore the British Library (please ask for help).



**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.

[ZK.9.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 Business, 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)]

# Business News and Journals

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## **Factiva**

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

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## **Business Source Complete**

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.

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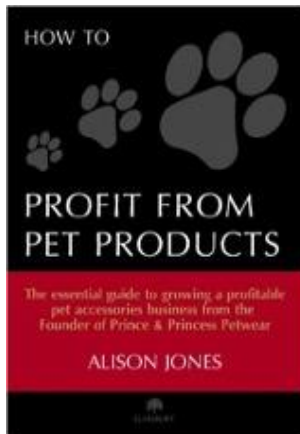
## **EMIS**

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

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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.

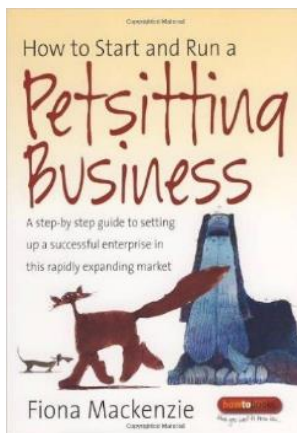


## **How to Profit From Pet Products by Alison Jones**

(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.



## **Start Your Pet-Sitting Business by Tammy Gagne**

(Raintree, 2018)

[SBH.BT.166]

Chiefly intended for younger readers, but contains much useful information.

# Directories

Contain lists of companies and industry contacts. Some have annual industry reviews, and specialist articles.

## **International Aqua Feed Directory & Buyers Guide (Turret Group Ltd, 2023/24)**

[(B) DIR 639.8]

For sourcing fish feed suppliers throughout the world.

## **PIG Guide (Newslink, 2023)**

[(B) DIR 636.4 BUS]

Guide to organisations and companies serving the UK pig industry.

## **Royal College of Veterinary Surgeons Register of Members 2018 (Royal College of Veterinary Surgeons, 2022)**

[(B) DIR 636.08902541]

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

# Internet Sources

Websites containing free sources of industry statistics, information and contacts.

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

The leading representative charity for dog and cat rescue and rehoming organisations.

**[adch.org.uk](http://adch.org.uk)**

## **Association of Pet Behaviour Counsellors**

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

**[apbc.org.uk](http://apbc.org.uk)**

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

Professional association's website.

**[apdt.co.uk](http://apdt.co.uk)**

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

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

**[beta-uk.org](http://beta-uk.org)**

## **British Horse Society**

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

**[bhs.org.uk](http://bhs.org.uk)**

## **British Rabbit Council**

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

**[thebritishrabbitcouncil.org](http://thebritishrabbitcouncil.org)**

## **Canine Hydrotherapy Association**

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

**[canine-hydrotherapy.org](http://canine-hydrotherapy.org)**

### **Cats Protection**

The UK's leading feline welfare charity.

[cats.org.uk](http://cats.org.uk)

### **Governing Council of the Cat Fancy**

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

[gccfcats.org](http://gccfcats.org)

### **Home Breeders Association**

Not for profit community of responsible breeders of dogs, cats and other pets.

[dog-breeds.co.uk](http://dog-breeds.co.uk)

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

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

[narpsuk.co.uk](http://narpsuk.co.uk)

### **National Association of Veterinary Physiotherapists**

Professional association. Includes information on training.

[navp.co.uk](http://navp.co.uk)

### **National Hamster Council**

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

[hamsters-uk.org](http://hamsters-uk.org)

### **Ornamental Aquatic Trade Association**

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

[ornamentalfish.org](http://ornamentalfish.org)

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

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

[pfma.org.uk](http://pfma.org.uk)

### **Pet Industry Federation**

Trade association for the entire pet industry. Website includes a Services Locator.  
[petcare.org.uk](http://petcare.org.uk)

### **Pet Product Retail Association**

A specialist division of the British Independent Retailers' Association (BIRA).  
[bira.co.uk/sectorspet-products](http://bira.co.uk/sectorspet-products)

### **The Kennel Club**

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

[thekennelclub.org.uk](http://thekennelclub.org.uk)

### **The Parrot Society UK**

Association providing help and expert advice to members and non-members on the welfare and conservation of all parrot species.

[theparrotsocietyuk.org](http://theparrotsocietyuk.org)

# Disclaimer

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” [explore.bl.uk](https://explore.bl.uk) for more details.

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