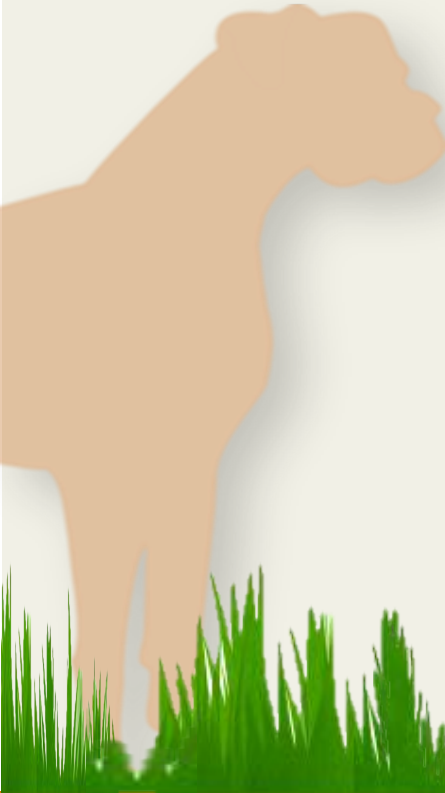





“Adiós Rusty. Meet *Rufo!*”

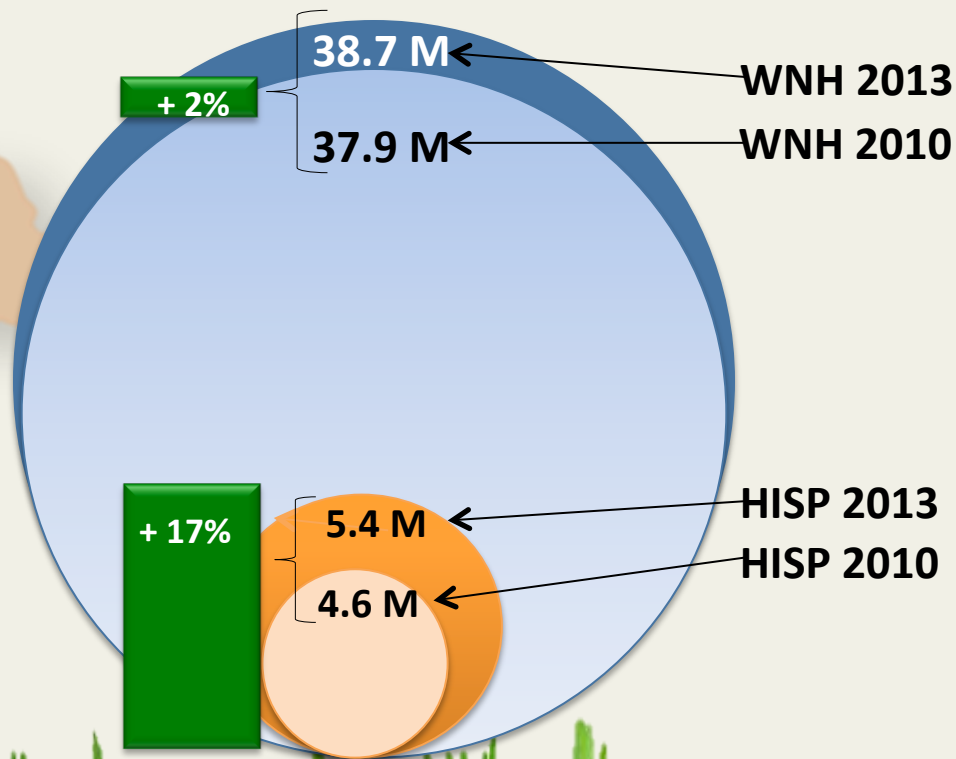
Growth in the Pet Industry Comes with an Upscale Latino Treat

Growth In The \$50 Billion Pet Industry Is Increasingly Coming With A Latino Upscale Treat

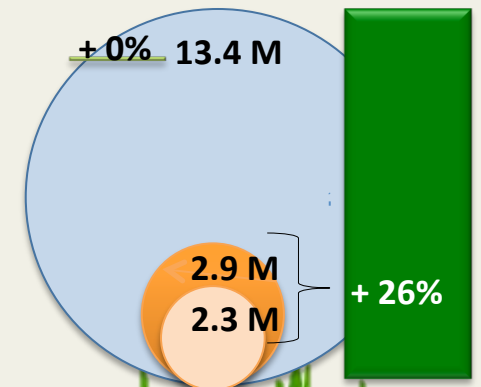
- 
- 🦴 SSG analysis reveals that contrary to the myth that Hispanics are less likely to make pets full members of their families, Upscale Latinos are increasing pet ownership dramatically while other segments are nearly flat or declining.
 - 🦴 The pet industry shift towards Hispanic consumers has implications for pet food manufactures, specialty stores, mass discounters, toys, animal hospitals, grooming spas, and other high-end services, etc.
- 

Source: SSG Analyses of GfK-MRI 2010 & 2013 double base Survey of the American Consumer Base: Total US 18+ Household Income \$50,000-\$99,999

Latinos Drive the Pet Ownership Market Growth



- Upscale segment drives the category.
- Upscale Latinos Generate as many new pet owners as WNH Upscale s



Upscale

Mass Market

Source: SSG Analyses of GfK-MRI 2010 & 2013 double base Survey of the American Consumer; Pet Ownership – Number in Household: Any Pet- Any
 Base: Total US 18+ Household Income \$50,000-\$99,999

Upscale Latino Dog Ownership Growing 5x the yearly pace of Total Market



Source: SSG Analyses of GfK-MRI 2010 & 2013 double base Survey of the American Consumer Base: Total US 18+ Household Income \$50,000-100,000

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