

NOV-DEC 2024

pets+

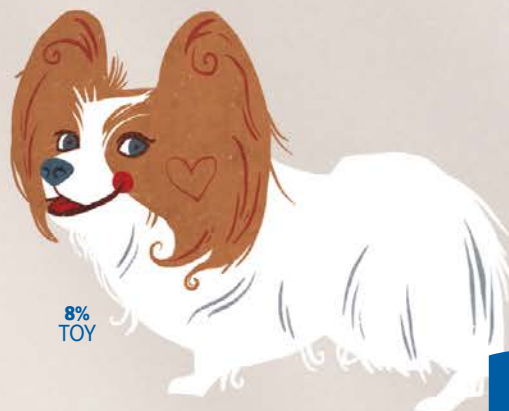
THE BETTER BUSINESS MAGAZINE FOR AMERICAN PET PROS



9%
SPORTING



6%
HOUND



8%
TOY



3%
NONE OF
THE
ABOVE

BEST IN SHOW

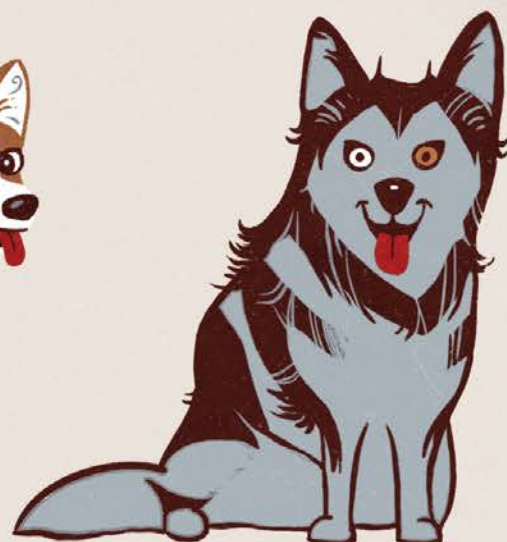
In our **2024 Big Survey**, we asked 75 questions to see what separates the most successful pet businesses from the least.



24%
HERDING



15%
NON-SPORTING



13%
TERRIER



22%
WORKING

Which breed group best describes your business?