

Get Coverage on the Expanding Pet Industry

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It's no secret Americans love their pets. Nearly 70% of U.S. households own a pet such as dogs, cats, fish, birds, small mammals, reptiles, amphibians, horses, etc. The pet industry is made up of the products/services that keep these pets alive, healthy and happy - food, toys, grooming, daycare, training, accessories, medical services and more. Pet food, grooming, services, etc. are essentially a [recession-proof industry](#), growing by an average of over 5% in the past 15 years. So any economic strengthening will likely reflect in even higher spending.

There are several trending reasons for this:

Only the Best: People are now seeking all-natural, organic food, cutting edge medical treatments, and luxury spa services for themselves, and it's spilling over into how they treat their pets. Businesses that bring these goods and services for pets are [growing exponentially](#). Near my own house is a pet resort facility that cost millions to build, including high tech amenities such as a specialized air system. It is designed with sick pet rooms that have negative air pressure, which means it draws air in from the rest of the facility and vents outside to prevent

the spread of disease. National Geographic did [a special](#) in 2008 on how we pamper and dote on our pets which featured this place. I know this because one of my own beloved dogs (chocolate lab/purple collar) is bounding around in the video starting around the 2 minute mark.

Spreading the Health: "There is no psychiatrist in the world like a puppy licking your face" - Bern Williams. Owning a pet may make or keep you healthier, whether it's bringing dogs and cats to hospital patients or elderly care facilities, the positive effects of the bond of love between owner and pet, or just the benefit of getting off the couch to take the dog for a walk. According to the Human Animal Bond Research Initiative Foundation (HABRI), "People are happier and healthier [in the presence of animals](#)." According to this study the savings in healthcare in the U.S. may be over \$11 billion annually.

One of the Family: As the NatGeo video above shows, pets can be more than just the family pet and may be treated as a member of the family. This trend is called [humanization](#), demonstrated by demands for better food, accessories, and services, including expensive medical treatments. With more people in urban and suburban areas, fewer and fewer canines are just "outside dogs." How many people do you know that have pets sleeping in their bed?

Aging Out: As Baby Boomers send their kids off, they often seek a replacement. Even though most categories of spending decrease after 55, peak spending on pets is between 55-64. As the humanization trend has grown over the decades, Millennials grew up along with it and as many are delaying having children of their own they spend extravagantly on their family-member pets.

As part of the **Small Commercial Standard Markets**, Travelers is offering expanded coverages for those in the **Pet Services** industry.

- **Pet Grooming Liability Endorsement*** - Automatically included for Pet Grooming and Pet Day Care and Overnight Boarding services. Covers injury to dogs, cats or other domesticated animals as a result of providing or failing to provide pet grooming services.
- **Boarding Kennel Endorsement*** - Automatically included for Pet Grooming and Pet Day Care and Overnight Boarding services. Covers injury to dogs, cats or other domesticated animals in the care, custody or control of the policyholder.

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- **Veterinarians Professional Liability Coverage** - Optional add-on coverage in the event of a professional error ("medical incident") that results in injury or loss of an animal up to \$2M/\$4M (Occurrence/Aggregate).
- **Animal Floater** - Optional add-on coverage in the event of accidental injury, death, damage, theft or escape of animals belonging to others that are in your care, custody or control, on your premises for examination, treatment, grooming, boarding or breeding, or while in transit.
- **Business Income - Mobile Operations Vehicle Endorsement** - Optional add-on coverage extends BIEE coverage for loss of business income due to direct physical damage to policyholder vehicles/trailers that provide services on the road.

* Endorsements are available to other Pet Care Services businesses as an optional, add-on coverage.

Pet groomers, pet sitters, pet stores, veterinary offices, pet day care and overnight boarding services all have one thing in common: their love for animals. Here are a few tools to help you explain why Travelers is the smart choice to protect their business - and their passion.

- [Coverage at a Glance](#)
- [Coverage Scenarios](#)
- [Appetite and Eligibility Guide](#)

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