

THE HUMAN-ANIMAL BOND SUPPORTS PET BUSINESSES

As a trusted pet expert, it benefits you to be able to knowledgeably discuss the science behind the human-animal bond with customers, as it has the potential to boost the bottom line for your business.

Research from the Human Animal Bond Research Institute (HABRI) demonstrates that with increased knowledge of the science behind the human-animal bond, pet owners will put more resources into pet care and increase pet ownership. HABRI research tells us that **90% of pet owners say they would be more likely to recommend a pet to a friend or family member and 80% of pet owners would be more likely to get another pet in the future.**



As a pet product manufacturer, distributor, or retailer, sharing the science behind the human-animal bond can put your company at the center of an important conversation about the powerful relationship between animals and people. HABRI research tells us that **64% of pet owners have had a conversation with someone in the past year about the health benefits of pet ownership, yet only 8% say that those conversations took place with pet store employees.**

Every person involved in the pet product supply chain has the opportunity to help create a more pet-friendly society by supporting the human-animal bond.

START THE CONVERSATION WITH YOUR CUSTOMERS

Research tells us that pet owners will put more resources into pet care with increased knowledge of the science behind the human-animal bond:

91%

would take better care of their pet

81%

would provide their pet with more toys

91%

would provide their pet with higher quality nutrition

77%

would spend more money on their pet overall



LEARN MORE ABOUT THE HUMAN-ANIMAL BOND

HABRI is committed to advancing the vital role of the human-animal bond in the health and well-being of people, pets, cultures and communities. Learn more about human-animal bond research and the beneficial role of companion animals in society at www.HABRI.org.