

7 EMERGING PET TRENDS

Pets are a \$75 billion driver of the U.S. economy. Here's how pet-friendly cities are making pets more welcome.

BEYOND DOGGY BAGS

From pet-friendly patios to “yappy hours,” restaurants are joining the pet economy.



FROM PARKLETS TO “BARKLETS”

Cities are reimagining sidewalks and street corners as pet-friendly community space.



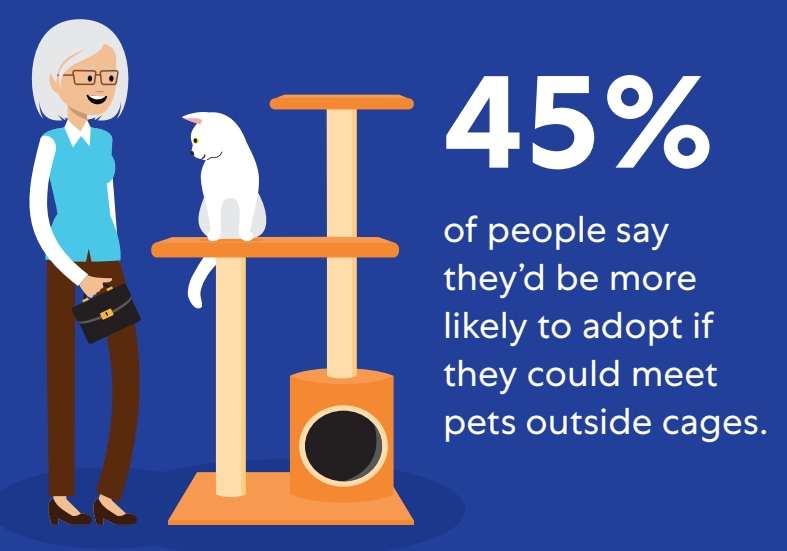
PETS AS A WORK PERK

Employers are making pets welcome to win talent, improve morale and reduce stress.



BRINGING ZEN TO SHELTERS

Shelters are mirroring homes to ease anxiety and welcome adopters.



FROM PET-FRIENDLY TO PET-OPTIMIZED PADS

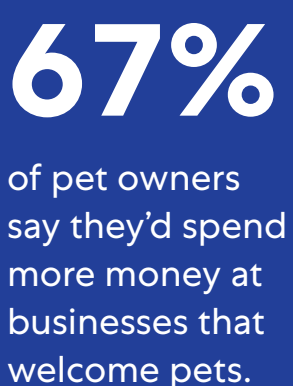
Property owners are increasing pet-friendly amenities to attract tenants.

When asked about most desired amenities:



OPEN FOR BUSINESS

Retailers are catering to pet owners.



PET “PAW-LITICS”

Political leaders are elevating pet priorities.

