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US Collection

Equine Products & Services: United States

March 2017



Highlights

Market Overview

Market Size | Marketing and New Product Trends | Consumer Trends

Industry Structure

Competitive Trends | Market Leaders

Resources

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About This Report

Scope & Method

This report forecasts the US equine market – consisting of supplies (including feed) and services – in US dollars to 2020. To illustrate historical trends, the total market is reported for 2012 and 2016.

The hay market, at retail and wholesale, is almost impossible to track from a consumer standpoint. Data from The American Pet Products Association's (APPA) 2015-2016 APPA National Pet Owners Survey show that hay is the most frequently purchased food type, with 80% of horse owners purchasing hay in 2014, 63% purchasing grass hay, 44% purchasing mixed hay, 18% purchasing legume hay, and another 9% purchasing other food hay. However, the fact that some owners must buy all the hay their horses consume while some produce their own hay complicates the matter, as does the fact that some horse owners buy the hay themselves, while some rely on their boarding facilities to make the purchase for them. It is important for feed manufacturers to track the hay market, because facility managers and individual horse owners who rely on quality hay as the primary source of nutrition are often faced with unexpected shortages, price increases, quality issues, or storage and transportation problems and thus turn to processed feeds to supplement their animals' diets. However, because of the nature of the hay business and the number of factors involved, the hay market overall falls outside the scope of this report.

This report quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the Table of Contents.

Sources

Equine Products & Services: United States (FF95046) is based on [US Equine Market](#), a comprehensive industry report published by Packaged Facts. The information contained in this report was obtained from primary and secondary research. Primary research includes interviews with equine market experts; on-site examination of retail and service provider

About This Report

venues; and internet canvassing, including websites and blogs. Secondary research includes information- and data-gathering from consumer business and trade publications, company profiles in trade and consumer publications, association websites, government data, and information culled from Packaged Facts' extensive pet market research database and report collection.

Our estimates of market size and marketer rankings are based on reported revenues of equine product manufacturers and retailers, government data, consultations with industry insiders, and figures from other market research sources.

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 6 | Industry Codes Related to Equine Products & Services

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
112920	Horses and Other Equine Production	0272	Horses and Other Equines
115210	Support Activities for Animal Production	0741	Veterinary Services for Livestock
311119	Other Animal Food Manufacturing	0742	Veterinary Services for Animal Specialties
424490	Other Grocery and Related Products Merchant Wholesalers	0751	Livestock Services, Except Veterinary
424590	Other Farm Product Raw Material Merchant Wholesalers	0752	Animal Specialty Services, Except Veterinary
453910	Pet and Pet Supplies Stores	2048	Prepared Feed and Feed Ingredients for Animals and Fowls, Except Dogs and Cats
541940	Veterinary Services	5149	Groceries and Related Products, NEC
812910	Pet Care (Except Veterinary) Services	5159	Farm-Product Raw Materials, NEC
		5199	Nondurable Goods, NEC
		5999	Miscellaneous Retail Stores, NEC

Source: US Census Bureau

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Resources

Packaged Facts

US Equine Market, March 2017

The Freedonia Group

Freedonia Industry Studies

Retail E-Commerce Packaging Market in the US, November 2016

Natural Flavors & Fragrances, October 2016

Retail Ready Packaging, July 2016

World Flavors & Fragrances, March 2016

World Food Processing Machinery, June 2015

Freedonia Focus Reports

E-Commerce: United States

Natural, Organic & Eco-Friendly Pet Products: United States

Pet Clean-Up & Odor-Control Products: United States

Pet Food: United States

Pet Medications: United States

Pet Supplies: United States

Sports Equipment: United States

Freedonia Custom Research

Trade Publications

Equine Journal

Equine Wellness

Equus

The Horse

Horse Journal

Journal of Equine Veterinary Science

Western Horseman

Agencies & Associations

American Association of Equine Practitioners

American Farriers Association

American Horse Council

American Horse Publications

American Pet Products Association

American Veterinary Medical Association

Arabian Horse Association

About This Report

Food and Agriculture Organization of the United Nations

The Jockey Club

Simmons National Consumer Survey

United States Census Bureau

United States Department of Agriculture

Unwanted Horse Coalition