

# Pets and Products Market Potential



100 S Wacker Dr, Chicago, Illinois, 60606

Ring: 1 mile radius

Demographic Summary		2025	2030
Population		85,883	90,628
Population 18+		80,374	84,826
Households		52,380	56,302
Median Household Income		\$138,427	\$147,664


Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH Has Pet Insurance	2,911	5.6%	106
HH Owns Any Pet	17,876	34.1%	66
HH Owns 1+ Cats	8,502	16.2%	68
HH Owns 1+ Dogs	10,439	19.9%	52
HH Owns 1 Cat	5,140	9.8%	80
HH Owns 2+ Cats	3,359	6.4%	55
HH Owns 1 Dog	8,509	16.2%	70
HH Owns 2+ Dogs	1,933	3.7%	25
HH Used Canned or Wet Cat Food Last 6 Mo	5,953	11.4%	76
HH Used Packaged Dry Cat Food Last 6 Mo	7,905	15.1%	66
HH Used Cat Treats Last 6 Mo	5,929	11.3%	75
HH Used Cat Litter Last 6 Mo	8,132	15.5%	72
HH Used Canned or Wet Dog Food Last 6 Mo	4,798	9.2%	57
HH Used Organic Pet Food/6 Mo	1,467	2.8%	147
HH Used Packaged Dry Dog Food Last 6 Mo	9,818	18.7%	52
HH Used Dog Biscuits or Treats Last 6 Mo	8,292	15.8%	54
HH Used Flea or Tick or Parasite Product for Cat or Dog	10,230	19.5%	59
HH Purchased Pet Food Last 12 Mo	17,609	33.6%	67
HH Purchased Pet Food from Target Last 12 Mo	1,974	3.8%	72
HH Purchased Pet Food from Walmart Last 12 Mo	4,281	8.2%	49
HH Purchased Pet Food from Other Discount Dept Store Last 12 Mo	459	0.9%	51
HH Purchased Pet Food from Farm and Feed Last 12 Mo	816	1.6%	33
HH Purchased Pet Food from Grocery Store Last 12 Mo	6,049	11.6%	63
HH Purchased Pet Food from Petco Last 12 Mo	2,824	5.4%	79

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH Purchased Pet Food from PetSmart Last 12 Mo	3,897	7.4%	79
HH Purchased Pet Food from Other Pet Store Last 12 Mo	1,454	2.8%	75
HH Purch Pet Food Online/12 Mo	7,186	13.7%	75
HH Purch Pet Food from Amazon Last 12 Mo	2,995	5.7%	72
HH Purch Pet Food from Chewy Last 12 Mo	4,702	9.0%	75
HH Purchased Pet Food from Wholesale Club Last 12 Mo	1,021	1.9%	46
HH Purchased Pet Food from Vet Last 12 Mo	853	1.6%	68
HH Spent \$1-99 on Pet Food Last 12 Mo	1,767	3.4%	63
HH Spent \$100 -199 on Pet Food Last 12 Mo	2,215	4.2%	65
HH Spent \$200-499 on Pet Food Last 12 Mo	5,705	10.9%	73
HH Spent \$500+ on Pet Food Last 12 Mo	5,482	10.5%	65
HH Purchased Flea Control Online Last 12 Mo	2,674	5.1%	64
HH Purchased Flea Control from Vet Last 12 Mo	3,106	5.9%	57
HH Took Pet 1 Time to Veterinarian Last 12 Mo	4,388	8.4%	78
HH Took Pet 2 Times to Veterinarian Last 12 Mo	3,386	6.5%	66
HH Took Pet 3 Times to Veterinarian Last 12 Mo	1,714	3.3%	61
HH Took Pet 4 Times to Veterinarian Last 12 Mo	1,374	2.6%	66
HH Took Pet 5+ Times to Veterinarian Last 12 Mo	1,828	3.5%	58
HH Spent \$1-99 on Veterinarian Care Last 12 Mo	534	1.0%	53
HH Spent \$100-199 on Veterinarian Care Last 12 Mo	1,417	2.7%	66
HH Spent \$200-499 on Veterinarian Care Last 12 Mo	3,801	7.3%	67
HH Spent \$500-799 on Veterinarian Care Last 12 Mo	2,088	4.0%	65
HH Spent \$800+ on Veterinarian Care Last 12 Mo	3,763	7.2%	73
HH Used Professional Pet Service Last 12 Mo	6,235	11.9%	71
HH Used Professional Pet Service 3+ Times Last 12 Mo	4,129	7.9%	71
HH Used Professional Boarding or Kennel Pet Service Last 12 Mo	2,380	4.5%	102
HH Used Professional Grooming Pet Service Last 12 Mo	3,900	7.5%	59

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# Pets and Products Market Potential



100 S Wacker Dr, Chicago, Illinois, 60606

Ring: 3 mile radius

Demographic Summary	2025	2030
Population	404,831	413,853
Population 18+	359,533	369,185
Households	224,866	234,916
Median Household Income	\$118,422	\$128,064


Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH Has Pet Insurance	12,471	5.5%	105
HH Owns Any Pet	78,722	35.0%	68
HH Owns 1+ Cats	37,639	16.7%	70
HH Owns 1+ Dogs	47,303	21.0%	55
HH Owns 1 Cat	23,247	10.3%	85
HH Owns 2+ Cats	14,349	6.4%	54
HH Owns 1 Dog	37,656	16.8%	72
HH Owns 2+ Dogs	9,677	4.3%	29
HH Used Canned or Wet Cat Food Last 6 Mo	26,881	11.9%	80
HH Used Packaged Dry Cat Food Last 6 Mo	35,388	15.7%	69
HH Used Cat Treats Last 6 Mo	26,257	11.7%	77
HH Used Cat Litter Last 6 Mo	35,629	15.8%	73
HH Used Canned or Wet Dog Food Last 6 Mo	21,796	9.7%	60
HH Used Organic Pet Food/6 Mo	5,822	2.6%	136
HH Used Packaged Dry Dog Food Last 6 Mo	44,568	19.8%	55
HH Used Dog Biscuits or Treats Last 6 Mo	37,631	16.7%	57
HH Used Flea or Tick or Parasite Product for Cat or Dog	44,828	19.9%	60
HH Purchased Pet Food Last 12 Mo	76,910	34.2%	68
HH Purchased Pet Food from Target Last 12 Mo	9,191	4.1%	78
HH Purchased Pet Food from Walmart Last 12 Mo	18,544	8.3%	50
HH Purchased Pet Food from Other Discount Dept Store Last 12 Mo	2,086	0.9%	54
HH Purchased Pet Food from Farm and Feed Last 12 Mo	3,799	1.7%	36
HH Purchased Pet Food from Grocery Store Last 12 Mo	26,586	11.8%	64
HH Purchased Pet Food from Petco Last 12 Mo	12,797	5.7%	83

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Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH Purchased Pet Food from PetSmart Last 12 Mo	16,806	7.5%	80
HH Purchased Pet Food from Other Pet Store Last 12 Mo	6,946	3.1%	84
HH Purch Pet Food Online/12 Mo	31,279	13.9%	76
HH Purch Pet Food from Amazon Last 12 Mo	13,583	6.0%	76
HH Purch Pet Food from Chewy Last 12 Mo	20,286	9.0%	76
HH Purchased Pet Food from Wholesale Club Last 12 Mo	4,962	2.2%	52
HH Purchased Pet Food from Vet Last 12 Mo	3,656	1.6%	68
HH Spent \$1-99 on Pet Food Last 12 Mo	7,928	3.5%	66
HH Spent \$100 -199 on Pet Food Last 12 Mo	10,045	4.5%	68
HH Spent \$200-499 on Pet Food Last 12 Mo	24,671	11.0%	74
HH Spent \$500+ on Pet Food Last 12 Mo	23,541	10.5%	65
HH Purchased Flea Control Online Last 12 Mo	11,762	5.2%	66
HH Purchased Flea Control from Vet Last 12 Mo	12,932	5.8%	56
HH Took Pet 1 Time to Veterinarian Last 12 Mo	18,449	8.2%	76
HH Took Pet 2 Times to Veterinarian Last 12 Mo	15,295	6.8%	69
HH Took Pet 3 Times to Veterinarian Last 12 Mo	7,923	3.5%	66
HH Took Pet 4 Times to Veterinarian Last 12 Mo	6,135	2.7%	69
HH Took Pet 5+ Times to Veterinarian Last 12 Mo	7,751	3.5%	57
HH Spent \$1-99 on Veterinarian Care Last 12 Mo	2,643	1.2%	61
HH Spent \$100-199 on Veterinarian Care Last 12 Mo	6,270	2.8%	68
HH Spent \$200-499 on Veterinarian Care Last 12 Mo	16,049	7.1%	65
HH Spent \$500-799 on Veterinarian Care Last 12 Mo	8,764	3.9%	63
HH Spent \$800+ on Veterinarian Care Last 12 Mo	16,358	7.3%	73
HH Used Professional Pet Service Last 12 Mo	26,613	11.8%	70
HH Used Professional Pet Service 3+ Times Last 12 Mo	17,544	7.8%	70
HH Used Professional Boarding or Kennel Pet Service Last 12 Mo	9,023	4.0%	90
HH Used Professional Grooming Pet Service Last 12 Mo	17,109	7.6%	60

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# Pets and Products Market Potential



100 S Wacker Dr, Chicago, Illinois, 60606

Ring: 5 mile radius

Demographic Summary	2025	2030
Population	860,198	862,494
Population 18+	733,129	741,807
Households	431,408	442,972
Median Household Income	\$102,657	\$111,418


Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH Has Pet Insurance	23,229	5.4%	102
HH Owns Any Pet	153,106	35.5%	69
HH Owns 1+ Cats	72,657	16.8%	70
HH Owns 1+ Dogs	94,828	22.0%	58
HH Owns 1 Cat	44,406	10.3%	84
HH Owns 2+ Cats	28,175	6.5%	56
HH Owns 1 Dog	72,820	16.9%	72
HH Owns 2+ Dogs	22,070	5.1%	34
HH Used Canned or Wet Cat Food Last 6 Mo	51,649	12.0%	81
HH Used Packaged Dry Cat Food Last 6 Mo	68,709	15.9%	70
HH Used Cat Treats Last 6 Mo	50,510	11.7%	77
HH Used Cat Litter Last 6 Mo	68,299	15.8%	73
HH Used Canned or Wet Dog Food Last 6 Mo	44,248	10.3%	64
HH Used Organic Pet Food/6 Mo	10,599	2.5%	129
HH Used Packaged Dry Dog Food Last 6 Mo	89,505	20.8%	57
HH Used Dog Biscuits or Treats Last 6 Mo	74,979	17.4%	59
HH Used Flea or Tick or Parasite Product for Cat or Dog	87,367	20.3%	61
HH Purchased Pet Food Last 12 Mo	149,057	34.5%	69
HH Purchased Pet Food from Target Last 12 Mo	18,023	4.2%	80
HH Purchased Pet Food from Walmart Last 12 Mo	38,777	9.0%	54
HH Purchased Pet Food from Other Discount Dept Store Last 12 Mo	4,264	1.0%	58
HH Purchased Pet Food from Farm and Feed Last 12 Mo	7,800	1.8%	39
HH Purchased Pet Food from Grocery Store Last 12 Mo	51,751	12.0%	65
HH Purchased Pet Food from Petco Last 12 Mo	24,829	5.8%	84

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Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH Purchased Pet Food from PetSmart Last 12 Mo	32,099	7.4%	79
HH Purchased Pet Food from Other Pet Store Last 12 Mo	13,062	3.0%	82
HH Purch Pet Food Online/12 Mo	58,871	13.7%	74
HH Purch Pet Food from Amazon Last 12 Mo	26,317	6.1%	77
HH Purch Pet Food from Chewy Last 12 Mo	37,931	8.8%	74
HH Purchased Pet Food from Wholesale Club Last 12 Mo	10,010	2.3%	54
HH Purchased Pet Food from Vet Last 12 Mo	6,976	1.6%	67
HH Spent \$1-99 on Pet Food Last 12 Mo	16,078	3.7%	70
HH Spent \$100 -199 on Pet Food Last 12 Mo	19,814	4.6%	70
HH Spent \$200-499 on Pet Food Last 12 Mo	47,043	10.9%	73
HH Spent \$500+ on Pet Food Last 12 Mo	44,557	10.3%	64
HH Purchased Flea Control Online Last 12 Mo	22,356	5.2%	65
HH Purchased Flea Control from Vet Last 12 Mo	24,253	5.6%	55
HH Took Pet 1 Time to Veterinarian Last 12 Mo	34,427	8.0%	74
HH Took Pet 2 Times to Veterinarian Last 12 Mo	29,368	6.8%	69
HH Took Pet 3 Times to Veterinarian Last 12 Mo	15,477	3.6%	67
HH Took Pet 4 Times to Veterinarian Last 12 Mo	11,732	2.7%	68
HH Took Pet 5+ Times to Veterinarian Last 12 Mo	14,562	3.4%	56
HH Spent \$1-99 on Veterinarian Care Last 12 Mo	5,624	1.3%	68
HH Spent \$100-199 on Veterinarian Care Last 12 Mo	12,359	2.9%	70
HH Spent \$200-499 on Veterinarian Care Last 12 Mo	29,908	6.9%	64
HH Spent \$500-799 on Veterinarian Care Last 12 Mo	17,005	3.9%	64
HH Spent \$800+ on Veterinarian Care Last 12 Mo	30,249	7.0%	71
HH Used Professional Pet Service Last 12 Mo	50,362	11.7%	69
HH Used Professional Pet Service 3+ Times Last 12 Mo	32,508	7.5%	68
HH Used Professional Boarding or Kennel Pet Service Last 12 Mo	15,769	3.7%	82
HH Used Professional Grooming Pet Service Last 12 Mo	33,355	7.7%	61

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