

# Economic Impact of the Wisconsin Pet Industry



The American pet industry supports over 1.3 million U.S. jobs and pays more than \$60 billion in salaries, wages, and benefits. The industry generates over \$221 billion in direct, indirect, and induced economic impact annually. The pet industry's impact proves that taking compassionate care of pets is also good for business.



**Direct Sales of the Wisconsin Pet Industry**

**285.2 Million** in Pet Products



**408.8 Million** in Veterinary Services



**1.1 Billion** in Pet Food Manufacturing



**192.9 Million** in Pet Services



**41.6 Million** in Pet Sales



**22.4 K JOBS**

**Generating 921.6 Million** in Salaries, Wages, and Benefits for Employees

**3.7 Billion** in Total Economic Output, of which **2 Billion** is Direct Economic Output



**1.5 Billion** in Gross State Product

**340.5 Million** Paid in Taxes



by the Industry at the Federal, State, and Local Levels