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

**Total Economic Impact**

- 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
- 22.4 K Jobs
- 921.6 Million Generating in Salaries, Wages, and Benefits for Employees

2015 economic impact data sourced from: Center for Regional Analysis, George Mason University. Pet ownership data sourced from: 2017-2018 APPA National Pet Owners Survey