MARKET RESEARCH

The APPA National Pet Owners Survey provides you with data and hard facts on American pet product consumers. The Survey highlights industry trends and supplies you with demographic information to help you make important sales and marketing decisions. **All APPA members receive a free copy.**

**APPA Generational Report- Volume 2** analyzes the generational trends that help define the pet product marketplace. Based on the APPA National Pet Owners Survey, the Generational Report analyzes all aspects of pet ownership by generation.

**Packaged Facts®** is a premier source of market intelligence on the pet care, food, and services industry, and provides comprehensive data reports on many pet industry segments. Their Market Summaries prepared exclusively for APPA members can be purchased in their entirety at a 10% discount.

**APPA Global Insights**
APPA’s newest member resource! This is your organization’s must-have tool for strategic planning, market prioritization, and business and trade development. Exclusively available to APPA members through an easy-to-use dashboard and powered by Euromonitor International’s award-winning data system, APPA Global Insights presents up-to-date data on 10 key markets around the world.

For questions about your APPA Member Benefits, contact us at: memberservices@americanpetproducts.org or call 203-532-0000 ext. 520
Global Pet Expo

Global Pet Expo is largest annual pet products trade show and the premier industry event. It's the one show that provides you with unparalleled marketing tools that will help increase visibility and sales. Exhibiting members have access to buyer contact lists, media contacts, post-show attendee lists, advertising and sponsorship opportunities, and much more.

Government & Regulatory Affairs

APPA monitors laws, regulations, and proposed legislation affecting the pet industry and provides guidance to APPA members on how to navigate applicable legal rules.

Public Relations Program

APPA's dedicated PR firm, The Impetus Agency, can maximize your company and your products exposure to the media.

APPA Business Edge

This program combines educational webcasts, market updates and networking to help members navigate the nuances of the pet industry. APPA has partnered with a seasoned Pet Retail Specialist to assist members with supply chain distribution from independent retailers to mass merchandisers and pet superstores, to online retailers.

Export-Import Solution Center

Both domestic and international members can benefit from APPA's Export-Import Solution Center. Receive customized answers and the resources you need from our experienced international trade experts.

The Export-Import Bank of the U.S.

Take the fear out of exporting and increase your company’s international sales. U.S. based businesses can access a variety of products including export credit insurance, guaranteed credit for working capital, and guaranteed commercial loans to foreign buyers.

Educational Webcasts

APPA offers educational webcasts for all pet industry professionals on topics pertinent to your business. All webcasts are archived for convenient download.

APPA’S Weekly E-update and SmartBrief

Stay in the know with APPA's weekly e-newsletters. They provide you with valuable APPA news, industry information, and polices affecting the pet industry.

UBS Financial Services

As one of the world’s leading wealth managers, UBS is powerfully positioned to address the new realities of an uncertain financial landscape. Offers include retirement plans, investment choices, equity management and smart, simple lending solutions.

UPS

Receive discounted shipping solutions through the UPS® Freight and Small package program.

Food Export

Food Export USA offers a variety of programs and services to help grow exports of value-added food and agricultural products.

The Branded Program is a cost-share service that assists small U.S. suppliers with promoting your brand name pet food products overseas. Once approved, participants receive a 50 percent cost reimbursement on eligible marketing and promotional activities.

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