

Rising pet care costs and employee well-being

Much like health care costs for humans, pet care expenses are rising, too. And when your pets are like family, you want to be able to afford what they need to live happy, healthy lives. That's why pet parents are tracking better ways to support the well-being of their four-legged loved ones.

Pet parents are part of a diverse and growing pack



70% of households include at least one pet¹

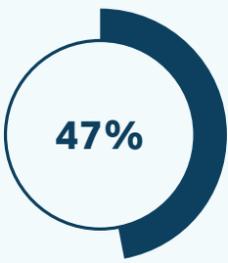


114M total cats and dogs in 2021¹

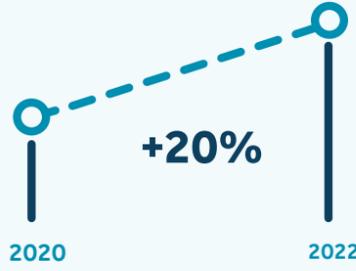


More US families today include at least one pet than those with children under 18²

Rising out-of-pocket costs



With pet care expenses steadily increasing, **47%** of pet parents report having had pet-related debt.³



Total pet industry expenditures in the United States totaled **\$123.6 billion** in sales, the highest level in history. Up 20% from 2020.¹



Average annual pet care cost for dogs and cats' routine vet visits has increased **14% and 11%**, respectively.¹

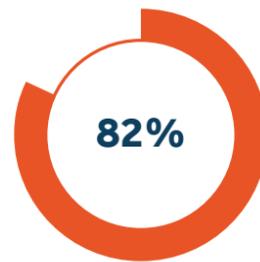
People love their pets like family



87% report mental and physical health benefits from pets⁴



76% would make major life changes for their pet⁴



82% feel more loyalty toward pet-friendly employers⁵

Help your employees and their families balance rising costs with the ability to provide the best possible care for their pets. Pet wellness benefits from Wagmo give pet parents a way to cover the routine care their furriest family members need.

¹ APPA National Pet Owners Survey, 2021-2022

² U.S. Census Bureau website accessed 02/28/22

³ LendingTree Pet Survey, 2020

⁴ HABRI International Survey of Pet Owners & Veterinarians, January 2022

⁵ Banfield Pet Hospital, Pet-Friendly Workplace PAWrometer, March 2016

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