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. APPA members receive a free copy.

APPA's Interactive National Pet Owners Survey Data Portal is an easy-to-use data exploration tool that allows you quick, customized access to APPA's valued consumer insights data. Analyze the data the way you need it, when you need it. Just a few clicks is all it takes to get to know U.S. pet product consumers.

APPA Generational Report- Volume 3 analyzes the generational trends that help define the pet product marketplace. Based on the APPA National Pet Owners Survey, the Generational Report is a deep dive into all aspects of pet ownership by generation.

APPA Global Insights
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 14 key markets around the world.

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. Free report summaries prepared exclusively for APPA members can be purchased in their entirety at a 10% discount.
Global Pet Expo

Your APPA membership provides the exclusive opportunity to exhibit at Global Pet Expo, the largest annual pet products trade show and premier event for the industry.

As an exhibitor, your company has direct access to a host of marketing tools to increase visibility and drive sales before, during and after the show, including registered buyers, media contacts, advertising and sponsorship opportunities and the post-show attendee list.

Government & Regulatory Affairs

APPA’s Government and Regulatory Affairs Department helps you comply with the maze of regulations that may impact your business. We inform our members about laws, regulations, proposed legislation, and offer guidance on the complexity of regulations affecting the industry.

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 a variety of topics including supply chain distribution, merchandising, inventor productivity and more. Use our online Help Desk for a direct connection.

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 on topics pertinent to your business. Presentations by renowned speakers and pet industry experts bring you can’t miss education. All webcasts are archived for convenient download.

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

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.

Food Export

Food Export USA offers a variety of programs and services to help grow exports of value-added food and agricultural products. Food Export's programs are open to APPA Members who are U.S. pet food or agricultural product manufacturers promoting products comprised of at least 50% U.S. agricultural origin, minus water and packaging.

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