

The Feline Factor

Market Momentum

- **70 million cats** in U.S. households
- **14% increase** in adoptions post-pandemic
- Younger, tech-savvy cat owners seeking tailored care

Gaps in Feline Healthcare

- Only ~50% of cats receive routine vet care
- Limited behavioral guidance and stress-reducing advice
- Vague or inconsistent dietary recommendations
- Vet visits often stressful—few cat-only clinics available

Emerging Innovations

- **Wearables & smart litter boxes** for home monitoring
- **Telehealth & miRNA diagnostics** for early detection
- **Fresh diets & microbiome kits** gaining popularity
- **Monoclonal antibody therapies** for chronic disease

Emotional Health Matters

- Stress affects clinical results
- Labels like “mean” or “aggressive” overlook fear-based behavior
- Use of pheromones, calming environments, and behavioral enrichment encouraged

Industry Insights

- Gen Z & millennials fueling investment in feline care
- Cat-dog dual households increasing
- Cat-exclusive clinics still rare (~500–600 in U.S.)
- Feline care seen as a growth driver in the \$150B animal health market by 2032