

March 2, 2026



Pet Care Services Industry Financial Survey

Building stronger businesses through shared insight.

Our industry grows stronger when we understand it better.

IBPSA, The Dog Gurus and PocketSuite are joining forces to conduct a comprehensive Pet Care Services Industry Financial Survey designed specifically for businesses like yours. This survey will deliver meaningful financial benchmarks and operational insights to help you:

- *Compare your revenue and profitability to industry averages*
- *Make informed budgeting and pricing decisions*
- *Plan confidently for growth*

The stronger the participation, the more valuable and accurate the results will be for everyone.

This is a strictly anonymous survey. You are not being asked to identify yourself or your business. We have retained **ResearchScape**, an internationally recognized research firm to review and interpret the results which will be reported in total or by demographic groups.

As our thank you for contributing, you will receive a **complimentary copy** of the full survey report — an exclusive resource available only to participating businesses.

Will you help us make this one of the most valuable pet care industry surveys to date?

Together, we can build a stronger, smarter, more sustainable pet care industry.

Thank you for your leadership and participation.

TAKE THE BENCHMARKING SURVEY HERE

Member Job Postings

If you utilize the Job Posting function within your Member InfoHub, please review your posting and remove any that are no longer valid.

This will remove them from the public listing.

If you need assistance, please reach out to membership@ibpsa.com.

Legislative News

VIRGINIA - HB 978

This bill seeks to levy the retail sales and use tax on multiple services, including companion animal care that includes boarding, pet sitting, dog walking, grooming, and feeding.

This bill has been continued to 2027 by the Finance Committee.

Animal Health Digest

Is staffing eroding the customer experience, decision goals, GenZ and Gen Alpha common terms, and more



The February 26 Digest



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