

## **NAICS Code: 812910 SIC Code: 0752**

According to the American Pet Product Manufacturing Association, the booming pet grooming has experienced steadily increasing profits from \$2.7 billion in 2006 to an astonishing \$2.9 billion in 2007. With dogs in almost 45 million homes in America, grooming services have become even more important. It is also important that an accurate customer base is identified so that the best service can be provided. There are two types of grooming service set-ups, the retail based groom shops and the mobile groom shops. Given today's lifestyles, variety in services being offered is important. The commercial/retail groom shop tends to clients that have the time to drop their pets off for a day at the doggy spa, while mobile groom shops allow for a client to stay at home while your beloved pet is groomed right in the comfort of your home. Although, mobile grooming on average is \$10 more than a commercial/retail location, this doesn't stop clients from using this time-saving service.

### **Industry Snapshot**

The pet grooming industry is one that is steadily growing from year to year. According to the American Pet Products Manufacturing Association, an estimated \$2.7 billion was spent on grooming and boarding services in 2006 alone. Then again in 2007, the services grew to \$2.9 billion. In this industry it is important to be aware of the demographics and the new trends that develop year to year in order to stay up with the times and accurately identify one's customers and potential customers. With an estimated 74.8 millions dogs in the U.S. this is evidence that pets are a big part of our lives. According to the 2007-2008 APPMA National Pet Owners' survey, many pet owners spend an average of \$127 on grooming and grooming aids. Furthermore, the 2006 Household Spending for pet services shows the following average spending:

- Married couples with no children \$38.72.
- Married couples with children \$30.69
- Single Parent \$18.88

The middle and older age group also pamper their furry four legged friends. Average spending:

- 35-44 years old \$29.04
- 45-54 years old \$44.50
- 55-64 years old \$26.72

## **Mobile Grooming -vs.- Commercial Grooming**

With the elderly population growing, new veterinary medical techniques and a better understanding of our pet's nutritional needs, there is a growing demand for mobile groomers. Pets considered to be seniors (12 years or older) sometimes can't handle the stress of going to the groomer. What better way to ease this than by having the groomer come to you? This can help eliminate your pet's anxiety by keeping them in familiar surroundings which promote security. Mobile groomers can also alleviate the stresses felt by the elderly who either can't drive or are no longer comfortable driving. They can still have their pet groomed without having to make special arrangements with family or others who assist them. Because this mobile service is not restricted to the elderly, it also benefits anyone whose tight schedules make this a difficult challenge. The only draw back is that the number of appointments that a mobile groomer is able to make for one day is far less than what is available in a commercial retail environment. Thus, one's appointment may have to be scheduled weeks in advance.

Commercial groomers tend to be customer schedule friendly. These commercial locations often offer a larger space for the business to expand as well as make available specialty products for customers. Some examples of complementary or specialty products might include having brushes, combs and pet cologne available to buy so your customers can keep their pet in a just groomed look. You might even find collars, toys, dog chews, special treats made from a dog bakery and treat jars. Offering these products can help the customer reward their pet for being a good pet. A disadvantage of a commercial retail outlet is that you must be in a good location. If you do not place your store in a good location you may not get the clientele you expected.

## **Industry Trends**

The grooming process for pets has become more than just a bath and style. Now some lucky dogs get the full spa treatment including:

- Tooth brushing and breath freshener
- Pedicures Specialty Bows and Bandanas
- Dog apparel
- Specialty Styles
- Specialty Shampoos

With all these services being added to your pet's groom routine, opportunities for product and service expansion abound. To many pet owners, knowing that their pet is being treated

like they would be if going to a salon, gives them a sense of security knowing that their pets are in good hands.

## Pricing

The following tables show the results of a 2006 price survey for non-mobile grooming and mobile grooming conducted by [www.petgroomer.com](http://www.petgroomer.com) showing average prices for different geographical regions. As expected, the more personalized mobile grooming services are somewhat pricier - an average of 41% higher. This is one of the examples on a non-mobile groom shop rates. Notice that the pricing is for a dog that most likely comes in for regular grooming and the style is probably for the breed's traditional look.

J. Cocker Spaniel - Complete Grooming (bath, style, ears, nails, not matted)	
New England (ME, NH, VT, MA, CT, RI)	38.00
Middle Atlantic (NY, PA, NJ)	38.50
South Atlantic (WV, MD, DC, DE, VA, NC, SC, GA, FL)	36.25
East South Central (KY, TN, MS, AL)	34.25
West South Central (OK, LA, AR, TX)	35.00
East North Central (WI, IL, IN, OH, MI)	35.75
West North Central (ND, SD, MN, IA, MO, NE, KS)	33.50
Mountain (MT, ID, WY, CO, UT, AZ, NM, NV)	37.00
Pacific (AK, HI, CA, OR, WA)	37.00
U.S. Average	36.25

Source 2006 Survey Price for Non- Mobile Groomer as seen on [petgroomer.com](http://petgroomer.com)  
 Now to get a look at what a mobile groomer might charge for the same service:

J. Cocker Spaniel - Complete Grooming (bath, style, ears, nails, not matted)	
New England (ME, NH, VT, MA, CT, RI)	56.25
Middle Atlantic (NY, PA, NJ)	59.50
South Atlantic (WV, MD, DC, DE, VA, NC, SC, GA, FL)	48.50
East South Central (KY, TN, MS, AL)	46.25
West South Central (OK, LA, AR, TX)	46.75
East North Central (WI, IL, IN, OH, MI)	42.25
West North Central (ND, SD, MN, IA, MO, NE, KS)	45.25
Mountain (MT, ID, WY, CO, UT, AZ, NM, NV)	55.50

Pacific (AK, HI, CA, OR, WA)	57.75
U.S. Average	51.00

Source 2006 Survey Price for Mobile Groomer as seen on petgroomer.com

## Start-Up Cost

The average start-up cost for a small commercial grooming shop is any where from \$50,000 to \$60,000. It depends on what your leased retail space requires in renovations and how fancy you want your shop to appear. If you would like a basic look and the space you are leasing need minimal done to make it a groom shop you are looking at the \$50,000 range. This will include all the equipment and supplies needed to open the door and start your services. For a more stylish shop you are looking at the \$60,000 price range. Now remember when starting a groom shop when you go to apply for loans you need to be ready to give the loan officers an amount in which your plan to invest in your self. The graph below shows an example of the averages for a shop starting at \$50,000. Chart generated by Pet Grooming Business Plan Helper & Sampler, a [Grooming Business in a Box®](#) product. Copyright 2007 Find A Groomer Inc. All rights reserved

## Sources

<sup>1</sup> "The Booming Grooming Industry" Pet Product News, September 2007. [https://www.petproductnews.com/top\\_stories/Grooming-Industry-0709.aspx](https://www.petproductnews.com/top_stories/Grooming-Industry-0709.aspx)

<sup>2</sup> Home, Mobile or Salon Grooming Menu <https://www.petgroomer.com/MENU/homemobilesalon.htm> Industry Statistics & Trends", 2007-2008.

<sup>3</sup> American Pet Product Manufacturing Association, Inc [https://www.appma.org/press\\_industrytrends.asp](https://www.appma.org/press_industrytrends.asp)

<sup>4</sup> Home Spending 2006 Survey: Pet Services Third Wave Research estimates using the Consumer Expenditure Survey (2000/2001) and 2000 Census data

<sup>5</sup> 2006 Survey Price for Mobile Groomer <https://www.petgroomer.com/SURVEYS/results-pricing-mobile2006.htm>

<sup>6</sup> 2006 Survey Price non mobile Groomer <https://www.petgroomer.com/SURVEYS/results-pricing2006.htm>

<sup>6</sup> So You're Interested in a Salon or Shop Grooming

<http://www.petgroomer.com/salon-grooming.htm>

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## **Pet Grooming Demographics**

### **Expenditures for Pet Supplies & Services Entire US**

#### **Basic Variables 2007**

Number of Households	113,136,906
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#### **Basic Variables 2007 Income:Household Income**

Household Average Income	\$65,273
Median Household Income	\$51,680

#### **Basic Variables 2012**

Number of Households	118,488,624
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#### **Basic Variables 2012 Income:Household Income**

Household Average Income	\$71,906
Median Household Income	\$57,723

#### **Consumer Expenditure 2007**

##### **Detail:Average Expenditure**

Pet Purchases and Supplies	\$138.30
Pet Services	\$33.26
Veterinarian Services	\$108.17

## **Consumer Expenditure 2012**

### **Detail:Average Expenditure**

Pet Purchases and Supplies	\$146.56
Pet Services	\$35.20
Veterinarian Services	\$114.55

## **Pet Grooming Links of Interest**

[www.petgroomer.com/7steps.htm](http://www.petgroomer.com/7steps.htm) - Steps to a Successful Grooming Career

[www.petproductnews.com](http://www.petproductnews.com) - Pet Product News and services

[www.groomingbusinessinabox.com](http://www.groomingbusinessinabox.com) - Grooming in a Box

[www.petbusiness.com](http://www.petbusiness.com) - Pet Business

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