



# **People & Pets Festival**

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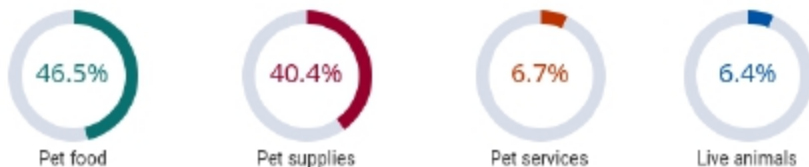
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## About Pets Industry

The Pets industry in Canada sells a variety of pets, including dogs, cats, fish and birds. Stores also sell pet food and pet supplies, such as collars, leashes, health and beauty aids, shampoos, medication, toys, pet containers, dog kennels and cat furniture. Some stores also offer pet services, such as grooming and training.

### Products & Services Segmentation



## SWOT



### STRENGTHS

- Growth Life Cycle Stage
- Low Imports
- Low Customer Class Concentration
- Low Product/Service Concentration
- Low Capital Requirements



### WEAKNESSES

- Low & Steady Level of Assistance
- Low Profit vs. Sector Average
- Low Revenue per Employee



### OPPORTUNITIES

- High Revenue Growth (2005-2021)
- High Revenue Growth (2016-2021)
- High Revenue Growth (2021-2026)
- High Performance Drivers
- Population



### THREATS

- Low Outlier Growth
- Per capita disposable income

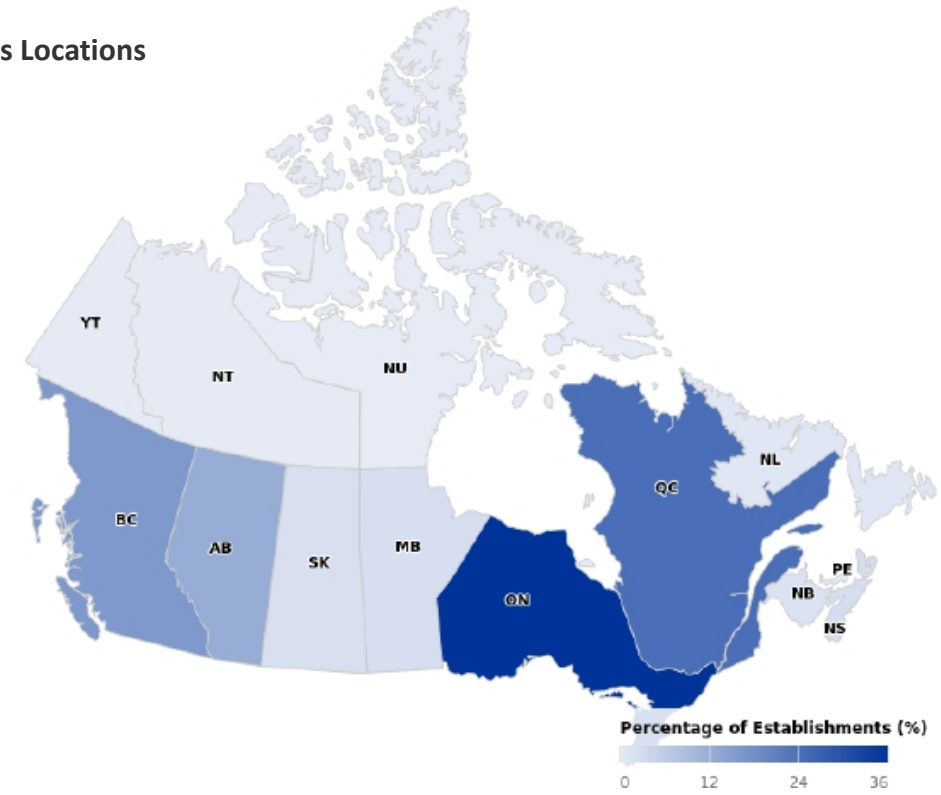
# 01 INTRODUCTION

The geographic distribution of the Canadian Pet Stores industry closely follows the distribution of the population, as the number of pet stores is primarily dependent on the number of households in each region. Ontario, home to 38.8% of the population, accounts for an estimated 36.5% of industry establishments in 2021. Quebec accounts for an estimated 24.4% of industry locations and 22.5% of the Canadian population in 2021. Similar trends occur in Alberta, which is home to 11.6% of the population and 12.2% of industry establishments; and in British Columbia, which is home to 13.6% of the population and 16.1% of industry establishments.

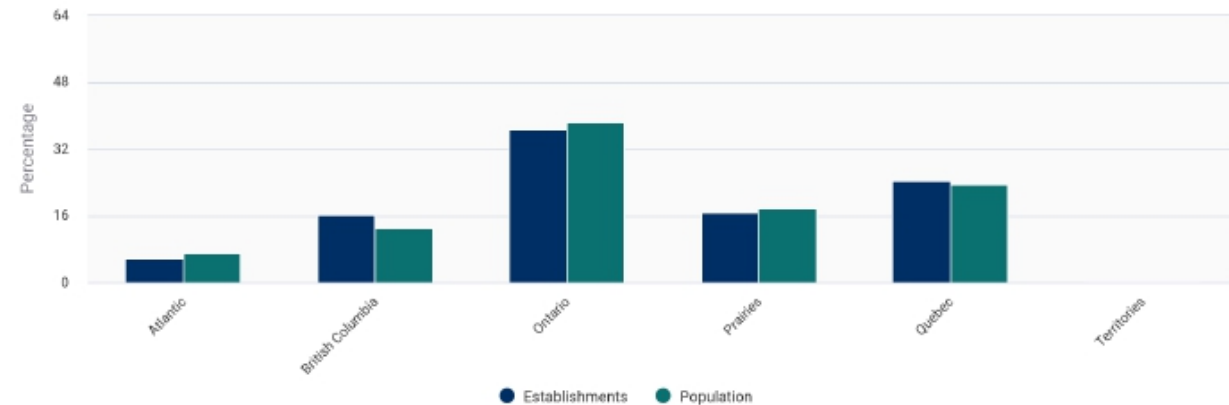
Pet stores are more common in large urban areas where most business is conducted. Therefore, it is not surprising that outlying areas, such as New Brunswick, Newfoundland and Prince Edward Island, have a negligible share of the industry's establishments, totalling a combined 3.1% of industry establishments in 2021.

## Business Concentration in Canada

### Business Locations

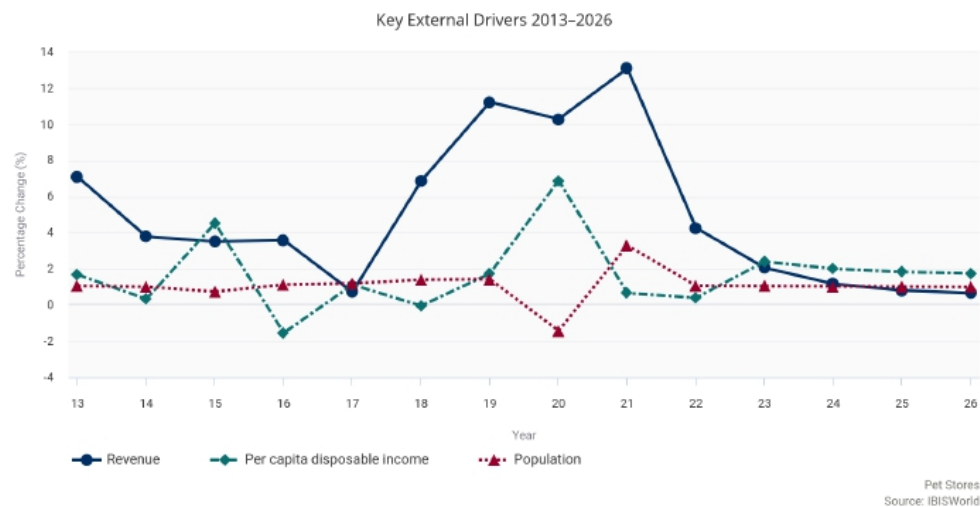


Distribution of Establishments vs Population



# 01 INTRODUCTION

## Industry Performance



The Pets industry in Canada has purred along over the five years to 2021, driven by favourable economic conditions during most of the period and the growing tendency of pet owners to treat their pets similar to family members.

By offering a wider array of innovative, specialized and premium products and services, pet stores have cashed in on owners' desires to pamper their pets. In addition, rising pet ownership in Canada has led to overall higher demand for pet food and supplies. IBISWorld estimates that industry revenue will grow at an annualized rate of 8.4% to \$3.3 billion over the five years to 2021, with an estimated 13.1% growth in 2021 alone as the industry benefits from the recent spending boom on industry goods and services.

During the pandemic, pet ownership is estimated to have risen as many Canadians experienced altered work and leisure arrangements and increased time at home. According to the Canadian Animal Health Institute, 58.0% of Canadian households reported owning at least one cat or dog in 2020. Higher levels of pet ownership are expected to continue to benefit industry operators.

### PART OF THE FAMILY

According to 2019 data from the Canadian Animal Health Institute, pet ownership has increased in recent years, with an estimated 38.0% of Canadians owning a cat and 41.0% owning a dog in 2019 (latest data available).

In addition to rising pet ownership, Canadian consumers have been spending much more on their furry friends, with the average pet expenditure per household increasing consistently during the period. Enthusiastic pet owners that treat their pets as family members are known as pet parents. These owners typically seek pet services that go beyond traditional grooming, dog walking and training. Today, premium services, such as pet therapy sessions and pet-only flights, are widely available for four-legged family members. Continued emphasis on pet services have been a primary driver for sales. This is particularly important as pet stores opt to differentiate from supermarkets and other retail outlets selling pet food and supplies. This rise in demand for pet services has positively influenced the industry over the past years. There are few variable costs associated with these services. Therefore, any rise in revenue directly improves pet stores' bottom lines.

## Industry Outlook

**The Pets industry in Canada is expected to continue to fetch a growing share of the consumer dollar over the five years to 2026 as pet owners opt to spoil pets.**

Rising pet ownership, especially of smaller pets, will likely serve as a catalyst for industry growth. In addition, the rebounding economy and rising disposable income levels will likely keep total retail spending elevated, with consumers continuing to purchase premium pet products and services. Despite this growth, the industry is anticipated to continue combating strong competition from grocery stores, mass merchandisers and a growing number of online-only retailers. Therefore, IBISWorld estimates that industry revenue will grow an annualized 1.8% to \$3.6 billion over the five years to 2026.

# 01 INTRODUCTION

**People & Pets Festival** are event belong TriTri.world. Our mission is organizing activities to gathering good participants and providing the best opportunities / benefits for each participant who come from 4 groups are:

- PETS Foods provider / producer / brand owner
- PETS care services: Doctor / trainer / fashions
- NGO, NPO,... who are promoting nature protection, human & pets care,...activities
- PETS owners (family, elderly, kids,...) who love pets and taking care, nurturing pets





A cluster of various-sized triangles in shades of blue, teal, and grey, scattered in the upper right corner of the page.

# MM WHY JOIN EVENT UU



## 02 WHY JOIN EVENT

**WHY : you should join and support P&P festival,**  
There are many will gain / earn a lot of benefits:

**1. PETS Foods provider / producer / brand owner:**

- Brand communication / Brand activation / Brand image building with loyalty / currently customer / consumers / potential customer / consumers
- Opportunities to get closer and deeply understanding target audience to get insight their customer / consumer

- Communication about their new message / achievement / competitive points with their target audience
- Collect data and big data, choosing the brand ambassador / model ... for their brand for 1 year ahead
- Sampling / Selling their products
- Materials and resources to develop good storytelling, story board for their marketing activities

02

## WHY JOIN EVENT

### 2. PETS care: Doctors / Trainer / Fashion shops /...

- Brand communication / Brand activation / Brand image building with loyalty / currently / potential customer / consumers / Clients
- Opportunities to get closer and deeply understanding to get insight their customer / consumer.

- Communication about their new message / achievement / competitive points with their target audience
- Collect data and big data for their researches. choosing the brand ambassador / model ... for their service brand for 1 year ahead
- Demo / Introducing / Selling their services
- Growing your business up everyday.



**02**

**WHY JOIN EVENT**

### **3. NGO, NPO / MEDIA SPONSORS...**

- Raising awareness for their organization / activities
- Fundraising for their organizations
- Linking with good and right partners
- Understanding for about their target factors in real life to have good strategy into action
- Promoting good activities for common objective
- Be co-organizer for long term

**4. PETS Owners:**

- Have a good place to get good and systemize information from all other organizers / providers /... to have better solutions take care for their PETS better
- Have a good chance to tell / show off... their PETS to others / community (stories / skills /...)
- Networking with others who have the interest similar / close with them

- To learn somethings new about PETS from other professional and friends
- Have a change to winning great prizes of the year with their PETS (picture, clips, fashion show, skills show,...)
- Have good opportunities to buy / try good Foods / Things / Service with special cost



**03**

**KEY OF EVENT**



03

## Key of Event

### **WHAT & HOW** WE MAKE THOSE THINGS HAPPEN:

We Have 5 key activities for them to join

- PETS (DOG) competition: games / picture... to define the 12 winners of the year. Each may representative for 1 month and become ambassador for 1 brand for 1 year.
- PETS (CAT) fashion shows may be only by clips because CAT is not easy to go to stranger places, meeting strangers people / other PETS
- FOODs competition: to choose the top 12 winner brands of the year for PETS FOOD
- SERVICE competition to choose to top 12 winner brands of the year for PETS Care
- PETS care booths to do health booking / check up / advise / consult
- Social chatting and networks



**ON**  
**EVENT DATE**  
**UT**





## WHEN

We will do 2 twice a year 1 for Winter and 1 for all seasons because winter and other season taking care / condition / weather / life activities are differences

• 1st time	Planning Oct or Nov 2022
• 2nd time	Planning Apr or May 2023





# **NE** **HOW TO JOIN EVENT** **WE**



05

## HOW TO JOIN EVENT



### Sponsorship:

- Diamond (max 1 for each group in first 2 groups): \$25K / year (or \$15K / event) they can earn: booth / media / activation games / choosing ambassador / exclusive right .....
- Platinum (max 3 for each group in first 2 groups): \$20K / year (or \$12K / event) they can earn: booth / media / relevant games / limited competition
- Golden: (max 5 for each group in first 2 groups): \$15K / year (or \$10K / event) they can earn: booth / media / participant games



**Participants:**

- Each brand / service can rent 2 days for \$800 to have 1 booth 100 square foot.
- Take 2 booths will get discount 10%
- Take 3 booths will get discount 15%

A collection of small, semi-transparent triangles in shades of blue, teal, and gold, scattered across the top right portion of the white background.

**OR**  
**EVENT RETURNS**  
**UR**



**06** EVENT RETURNS

We will give 20% our total income / revenue to NGO / NPO with good yearly activities)





**07**

**N G O / N P O**

**U /**

07

NGO / NPO

- **Joining and working as co-media communicators and they can set their 1 donation box**
- **Just pay \$200 for their booth (rental equipment & utilities cost)**
- **Or they can join free of charge for a table in Organizer booth**
- **Earning benefit**





**NO**  
**PETS OWNER**  
**WE**



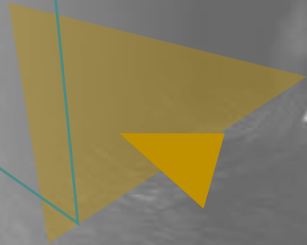
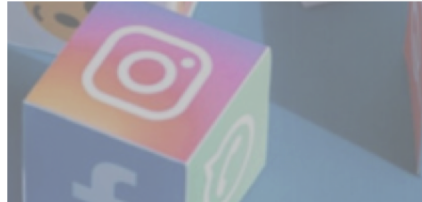
**Joining free**  
**Donate for who / what as their wish**  
**Send their clips / pictures / stories to organizers as planned**  
**Earning benefits**

**DOG**  
**MEDIA LIST**  
**DOG**



**09** MEDIA LIST

**Radio:** CBC NEWS  
**Newspaper:** The Guardian  
**Social Media:** Local Influencer,  
website, Facebook, tiktok,  
twister,...



**THANKS**

