

# Market and Marketing

Data Sheet/Flyer:

## BowHouse™

Dog crates with an aesthetic appeal

### Product Features and Benefits

- Lockable Metal Gate
- Easy assembly
- Multiple colors
- Aesthetically pleasing design to fit in with home furnishings
- Top can be used as an extra surface to place items
- Holes serve as decoration and ventilation
- Small, medium, and large sizes to accommodate a variety of dogs



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### Demographics:

- ~74.8 million owned dogs in the U.S.
- 45.6 million households own a dog
- 39% of U.S. households own at least one dog
- In 2006, 49.7% considered their pets to be a family member
- In 2009, it is estimated that \$45.4 Billion will be spent on our pets in the U.S.
- \$10.2 Billion are spent on pet supplies

### Estimated Annual Sales (based on primary and secondary research):

- 24.9 Million dog crates sold per year