

Pet Licensing by Chris Adams

While dogs may be considered a man's best friend, studies show that women are the primary purchaser of pet products. This industry has grown consistently year-over-year, with 2007 sales totaling \$41.2 billion. Shown below are a range of products that are aimed to continue the trajectory of this industry.

The Beanstalk Group

Beanstalk represents the Purina brand for licensing. The Purina Pet Gear line of accessories currently has three licensees: Ethical Products (toys, feeding accessories, leashes, and collars), Bow Wow Pet (beds), and oneCARE (shampoos, stain and odor removal, and lint removal products).

