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US Equine Market Shows Signs of Reinvigoration

(August 22, 2022) After years of contraction, the US equine market appears to be on the upswing. The fifth edition of the Brakke Equine Market MegaStudy, just released, shows that spending per horse owner is up substantially in almost every product category, even though they own fewer horses, compared to the fourth edition of the study published in early 2018.

The study is a national survey of more than 1,000 horse owners, with detailed information about demographics, reading and shopping habits, Internet and social media use, involvement in equine events and a host of other data.

“There are positive signs for the US horse market since our last report,” says Lynn Fondon DVM MBA, study author and senior consultant with Brakke Consulting. “This new study indicates that younger people are entering the market: the number of horse owners who are 18-34 years old nearly doubled from 2017 to 2022. Additionally, the amount of time per week spent on horse-related activities increased.”

The research included more than 450 brands in 20 product categories. It examined what brands were purchased, how often they were purchased, where they were purchased, amount of money spent, and who most influenced their selection of brands. The study also gathered detailed information on horse owner demographics, reading habits, Internet and social media usage, involvement in equine events and a host of other data.

The 225-page Brakke Equine Market MegaStudy is available from Brakke Consulting for \$17,500. For more information, contact Lynn Fondon at info@brakkeconsulting.com.

Brakke Consulting is the leading consulting firm specializing in the animal health and nutrition markets. It is located at 806 Green Valley Rd, Suite 200, Greensboro, NC 27408.