American Pet Products Association Encourages Pets to Join in on Halloween Fun

2019 trends for pets that want to be festive on October 31st

STAMFORD, Conn. (PRWEB) October 10, 2019 -- The American Pet Products Association (APPA) is excited to share how their members are helping pets get in the Halloween spirit. According to the 2019-2020 APPA National Pet Owners Survey, almost a quarter of dog owners own a costume for their pet. With 63.4 million dog-owning and 42.7 million cat-owning households in the U.S., there are plenty of pets ready to be festive this Halloween. Here’s a look at the latest trends manufactured by APPA members:

Costumes are always a hit with pets, Rubie’s Pet Shop has new line of costumes which include a walking werewolf, head on a platter and pumpkin spice latte. Available in a variety of sizes and can be worn by dogs or cats.
Price: Start at $24.99
www.rubies.com/petshop

For pet owners who want to be festive without going all-in on a costume, they can use Pawdicure Polish Pens by Warren London. Buy multiple colors to create a festive design or be simple with one festive color. The nail polish is water based, nontoxic and dries in 40 seconds. Plus, it only lasts for a few weeks.
Price: Start at $7.99
www.warrenlondon.com

Frolic among the spooky with Country Brook Petz' Graveyard Premium Dog Collar. This playful pattern features cute puppies and kittens playing with bats in a hauntingly adorable graveyard. Collars are strong and contoured with side-release buckles for a dog's comfort. Available in a variety of sizes.
Price: $15.95
www.cbpetz.com

Jax & Bones have Halloween-themed Good Karma Rope Toys that dogs will enjoy. Owners can feel good about this purchase because 10 percent of proceeds go towards rescue and animal welfare groups. All toys are hand-tied and dyed using non-toxic vegetable dyes.
Price: Start at $15.00
www.jaxandbones.com

For more information, product samples, images or interview opportunities, please contact Liz Freeman at 775-322-4022 or liz@theimpetusagency.com.

The American Pet Products Association (APPA) is the leading trade association serving the interests of the pet products industry since 1958. APPA membership includes more than 1,300 pet product manufacturers, their representatives, importers and livestock suppliers representing both large corporations and growing business enterprises. APPA's mission is to promote, develop and advance pet ownership and the pet product industry and to provide the services necessary to help its members prosper. APPA is also proud to grow and support the industry through the following initiatives: Pets Add Life (PAL), Tony La Russa’s Animal Rescue Foundation (ARF) Pets and Vets Program, the Human Animal Bond Research Institute (HABRI), The Pet Leadership
Council (PLC), the Pet Industry Joint Advisory Council (PIJAC), Bird Enjoyment and Advantage Koalition (BEAK), and the Pet Care Trust. Visit www.americanpetproducts.org for more information.
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