



CIBOLO, TX

PET & PET PRODUCT
POTENTIAL



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Pets and Products Market Potential

200 S Main St, Cibolo, Texas, 78108
Ring Band: 0 - 3 mile radius

Prepared by Esri
Latitude: 29.56023
Longitude: -98.22539

Demographic Summary		2021	2026
Population		38,066	43,774
Population 18+		28,645	33,007
Households		13,177	15,146
Median Household Income		\$96,076	\$100,832
Product/Consumer Behavior		Expected Number of Households	MPI
HH owns any pet		7,760	111
HH owns any cat		2,936	97
HH owns any dog		6,205	117
HH owns 1 cat		1,592	100
HH owns 2+ cats		1,345	93
HH owns 1 dog		3,568	112
HH owns 2+ dogs		2,637	124
HH used canned/wet cat food in last 6 months		1,649	93
HH used packaged dry cat food in last 6 months		2,769	97
HH used cat treats in last 6 months		1,641	99
HH used cat litter in last 6 months		2,611	98
HH used canned/wet dog food in last 6 months		2,491	115
HH used packaged dry dog food in last 6 months		5,934	117
HH used dog biscuits/treats in last 6 months		4,613	115
HH used flea/tick/parasite prod cat/dog last 12 months		5,009	108
HH purchased pet food in last 12 months: from discount store		858	100
HH purchased pet food in last 12 months: from grocery store		3,637	109
HH purchased pet food in last 12 months: from PETCO		949	109
HH purchased pet food in last 12 months: from PetSmart		1,464	116
HH purchased pet food last 12 months: other specialty pet store		798	108
HH purchased pet food in last 12 months: from wholesale club		746	124
HH purchased pet food in last 12 months: Internet/online		1,374	112
HH purchased pet food in last 12 months: from veterinarian		577	109
HH purchased flea control in last 12 months: Internet/online		753	101
HH purchased flea control in last 12 months: from veterinarian		1,871	113
HH member took pet to vet in last 12 months: 1 time		1,892	106
HH member took pet to vet in last 12 months: 2 times		1,743	115
HH member took pet to vet in last 12 months: 3 times		927	114
HH member took pet to vet in last 12 months: 4 times		722	118
HH member took pet to vet in last 12 months: 5+ times		899	109
HH used professional pet service in last 12 months		2,926	124
HH used professional pet service 3+ times last 12		1,890	129
HH used professional pet service: boarding/kennel		804	136
HH used professional pet service: grooming		2,272	123
HH has pet insurance		610	110

Data Note: An MPI (Market Potential Index) measures the relative likelihood of households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.

April 11, 2022



Pets and Products Market Potential

200 S Main St, Cibolo, Texas, 78108
Ring Band: 3 - 5 mile radius

Prepared by Esri
Latitude: 29.56023
Longitude: -98.22539

Demographic Summary		2021	2026
Population		50,469	55,976
Population 18+		37,539	41,417
Households		17,904	19,766
Median Household Income		\$88,455	\$94,523
Product/Consumer Behavior		Expected Number of Households	MPI
HH owns any pet		10,527	111
HH owns any cat		3,970	96
HH owns any dog		8,361	116
HH owns 1 cat		2,107	97
HH owns 2+ cats		1,865	95
HH owns 1 dog		4,834	112
HH owns 2+ dogs		3,525	122
HH used canned/wet cat food in last 6 months		2,228	93
HH used packaged dry cat food in last 6 months		3,720	96
HH used cat treats in last 6 months		2,151	95
HH used cat litter in last 6 months		3,523	97
HH used canned/wet dog food in last 6 months		3,327	113
HH used packaged dry dog food in last 6 months		8,020	117
HH used dog biscuits/treats in last 6 months		6,208	114
HH used flea/tick/parasite prod cat/dog last 12 months		6,752	107
HH purchased pet food in last 12 months: from discount store		1,140	98
HH purchased pet food in last 12 months: from grocery store		4,933	109
HH purchased pet food in last 12 months: from PETCO		1,358	115
HH purchased pet food in last 12 months: from PetSmart		2,004	117
HH purchased pet food last 12 months: other specialty pet store		1,059	106
HH purchased pet food in last 12 months: from wholesale club		996	122
HH purchased pet food in last 12 months: Internet/online		1,822	109
HH purchased pet food in last 12 months: from veterinarian		752	104
HH purchased flea control in last 12 months: Internet/online		1,024	101
HH purchased flea control in last 12 months: from veterinarian		2,491	111
HH member took pet to vet in last 12 months: 1 time		2,546	105
HH member took pet to vet in last 12 months: 2 times		2,294	111
HH member took pet to vet in last 12 months: 3 times		1,276	115
HH member took pet to vet in last 12 months: 4 times		971	117
HH member took pet to vet in last 12 months: 5+ times		1,224	109
HH used professional pet service in last 12 months		3,925	123
HH used professional pet service 3+ times last 12		2,528	127
HH used professional pet service: boarding/kennel		1,071	133
HH used professional pet service: grooming		3,046	121
HH has pet insurance		789	105

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April 11, 2022



Pets and Products Market Potential

200 S Main St, Cibolo, Texas, 78108
Ring Band: 5 - 10 mile radius

Prepared by Esri
Latitude: 29.56023
Longitude: -98.22539

Demographic Summary		2021	2026
Population		222,146	245,287
Population 18+		166,912	183,472
Households		77,648	85,579
Median Household Income		\$66,100	\$73,091
		Expected Number of	
Product/Consumer Behavior	Households	Percent	MPI
HH owns any pet	44,435	57.2%	108
HH owns any cat	17,074	22.0%	95
HH owns any dog	35,258	45.4%	113
HH owns 1 cat	8,946	11.5%	95
HH owns 2+ cats	8,123	10.5%	96
HH owns 1 dog	19,819	25.5%	105
HH owns 2+ dogs	15,438	19.9%	123
HH used canned/wet cat food in last 6 months	9,748	12.6%	93
HH used packaged dry cat food in last 6 months	16,313	21.0%	97
HH used cat treats in last 6 months	9,346	12.0%	95
HH used cat litter in last 6 months	15,158	19.5%	96
HH used canned/wet dog food in last 6 months	14,000	18.0%	109
HH used packaged dry dog food in last 6 months	33,711	43.4%	113
HH used dog biscuits/treats in last 6 months	26,126	33.6%	110
HH used flea/tick/parasite prod cat/dog last 12 months	28,704	37.0%	105
HH purchased pet food in last 12 months: from discount store	4,989	6.4%	99
HH purchased pet food in last 12 months: from grocery store	21,740	28.0%	111
HH purchased pet food in last 12 months: from PETCO	5,666	7.3%	111
HH purchased pet food in last 12 months: from PetSmart	8,412	10.8%	114
HH purchased pet food last 12 months: other specialty pet store	4,565	5.9%	105
HH purchased pet food in last 12 months: from wholesale club	4,179	5.4%	118
HH purchased pet food in last 12 months: Internet/online	7,637	9.8%	106
HH purchased pet food in last 12 months: from veterinarian	3,276	4.2%	105
HH purchased flea control in last 12 months: Internet/online	4,359	5.6%	99
HH purchased flea control in last 12 months: from veterinarian	10,059	13.0%	103
HH member took pet to vet in last 12 months: 1 time	11,036	14.2%	105
HH member took pet to vet in last 12 months: 2 times	9,800	12.6%	110
HH member took pet to vet in last 12 months: 3 times	5,241	6.7%	109
HH member took pet to vet in last 12 months: 4 times	4,018	5.2%	112
HH member took pet to vet in last 12 months: 5+ times	5,095	6.6%	105
HH used professional pet service in last 12 months	16,024	20.6%	116
HH used professional pet service 3+ times last 12	9,771	12.6%	113
HH used professional pet service: boarding/kennel	3,841	4.9%	110
HH used professional pet service: grooming	12,790	16.5%	118
HH has pet insurance	3,599	4.6%	110

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