
Americans Love Their Pets

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Protecting Pets: Americans love their pets. The size of the U.S. pet market is a testament to this devotion. The American Pet Products Association estimates that Americans in 2014 spent \$58.04 billion on their pets, which was more than three times the amount spent in 1994. Sixty-five percent of all U.S. households own over 300 million pets.¹ As many of your clients may consider their pets to be valued members of their families, the initial estate-planning conference with a client should include a discussion. [MORE](#)