

Document 1

Out of the doghouse

Companies such as Rover and DogVacay are disrupting the kennel business

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Document 2

THE majority of Americans see their pets as family members, surveys show. Those with dogs are more likely to call themselves pet “parents” than canine “owners”. There are more of these parents than ever. In big cities such as San Francisco and Seattle, (owned) dogs outnumber children.

- 5 The ways in which companies are profiting from the trend are also multiplying. Not only is there organic dog food on offer, but packaged, raw food for dogs so they can follow a “paleo” diet reminiscent of what their ancestors ate in the wild. A different sort of indulgence is orthopaedic pet mattresses. This year Americans spent more than \$400m on Halloween costumes for pets.(...)
- 10 (...) Now a pack of startups has sniffed a fresh opportunity. Much as Airbnb has offered travellers an alternative to staying in a hotel, two firms, Rover and DogVacay, want to give pet owners an alternative to kennels when away from home. Customers search for a nearby sitter and pay for their dog to stay in that person’s home. The cost is around \$30 a night, with the majority of that going to the sitter and
- 15 around a fifth to the company—much less than you would spend to check your dog into a kennel.(...)

<http://www.economist.com/news/business/21711081-companies-such-rover-and-dogvacay-are-disrupting-kennel-business-sharing-economys> (232 words)