Katten

ARTICLE



Pets a Good Bet: Private Equity Zeroed in on Animal Care, Katten Survey Finds

July 27, 2020

The animal care industry has been a favorite target of private equity for years, due in large part to low risk, good returns and relatively light regulation. But with COVID-19 prompting stay-at-home orders — and perhaps a reevaluation of household priorities — animal care's position has become even stronger, making it the best in show for some investors.

In early May 2020, Katten sent out a survey to 47 individuals involved in private equity and 53 in the animal care industry about trends occurring in the industry, investment opportunities and other topics. More than two-thirds of private equity respondents said the pandemic positively impacted their outlook when it comes to animal care, while a similar percentage of animal care respondents have become more open to private equity since COVID-19 swept through the United States.

The insights gathered in the following report of our survey examine these central themes:

- Catalysts for Investment
- Top Investment Areas
- What Makes a Good Match?
- Full Results
- Demographics and Methodology

View the survey press release.

Download the complete survey report.

CONTACTS

For more information, contact your Katten attorney or any of the following attorneys.



Kimberly T. Smith
+1.312.902.5411
kimberly.smith@katten.com



Christopher S. Atkinson
+1.312.902.5277
christopher.atkinson@katten.com

Attorney advertising. Published as a source of information only. The material contained herein is not to be construed as legal advice or opinion.

©2026 Katten Muchin Rosenman LLP.

All rights reserved. Katten refers to Katten Muchin Rosenman LLP and the affiliated partnership as explained at katten.com/disclaimer.