



# EQUESTRIAN CONSUMER PROFILE

**\$995,400**

## **AVERAGE NET WORTH**

Equestrians are an affluent group with an average household income of \$185,000 and the average age is between 34-54 years. 86% are women. The average home market value is \$600,000. 22% own two or more homes.

## **94% OWN A PET BESIDES A HORSE OR PONY**

Equestrians typically own 2 cats and 2 dogs in addition to the horses they own.

## **43% TAKE MORE THAN 16 TRIPS ANNUALLY**

As affluent consumers, equestrians travel for their sport in addition to taking leisure and professional trips. On average they spend 30 nights per year in a hotel and rent a vehicle four times per year.

## **80% MAKE OR INFLUENCE PURCHASING DECISIONS**

Equestrians are well educated (66% have a college degree), 56% are employed and are influencers at work and in household purchasing decisions.

### **SO WHAT DO THEY LIKE TO BUY?**

The average equestrian spends \$16,000 per year on equine-related purchases.

This adds up to over \$1.6 billion per year!

### **PRODUCTS AVERAGE ANNUAL EXPENDITURE**

Horse Feed \$371 million  
Trailers \$337 million  
English Tack and Saddlery \$145 million  
Fencing \$144 million  
Stable Supplies \$132 million  
Equine Medicines and Drugs \$115 million  
Equestrian Apparel \$73 million  
Vitamin and Mineral Supplements \$47 million  
Blankets and Sheets \$36 million  
Horse Health Care Products \$36 million  
Grooming Products and Equipment \$30 million  
Hoof Treatment \$26 million  
Dewormers \$20 million  
Fly Control \$15 million  
Helmets \$10 million  
Leather Care Products \$7 million