



Pet product solutions

ENSURING QUALITY AND SAFETY IN GLOBAL MARKETS



We love our pets. In the US alone, 65.1 million households have a dog and 46.5 million a cat, with many more having pet hamsters, rabbits, reptiles, birds and fish. Each pet has unique needs for food, housing and medicine, but there are also products like beds, treats, collars and leashes. This diversity has driven a booming pet product market – USD 90.5 billion in 2018, rising to USD 147 billion in 2023.

Pet owners prioritize product safety and seek reliable, safe products. Our comprehensive pet testing services help you ensure product safety, giving you a competitive edge in a growing market.

CHANGING MARKETS

Data shows every generation has a deep affection for pets. Millennials currently lead in pet ownership, closely followed by Generation X, Baby Boomers and Generation Z, but what sets these groups apart is their approach to purchasing pet products.

Millennials and Generation Z prefer to buy products online and value evidence that the product and brand aligns with their sustainability ethos. They are also more receptive to visual media and, because they shop online, can choose from a wider range of products and vendors.

Demonstrating the quality and safety of pet products is therefore crucial in competitive markets.

THREATS TO PETS

Pet product safety must account for various potential hazards:

- Cuts and lacerations: sharp points/edges

- Choking and ingestion: small parts, button or coin cell batteries
- Suffocation: confined spaces without proper ventilation
- Toxicological: lead, phthalates
- Microbiological: contamination

REGULATORY LANDSCAPE

In the US, few laws specifically govern pet products. The Consumer Product Safety Commission (CPSC) classifies them as consumer goods but will only regulate if human injury occurs. Although the Consumer Product Safety Improvement Act of 2008 targets children's products, it does not mention pet toys but, given children often interact with pet toys, compliance is advisable.

In the EU, no Community-wide directive exists for pet products. However, if a pet toy could be confused for a children's toy, it must comply with the EU Toy Safety Directive. Suppliers must also meet local market requirements, which primarily focus on labeling

and manufacturer liability for defective products.

China enforces several standards affecting pet products:

- Dog chews: GB/T 23185-2008
- Cleaning and conditioning shampoo for pets: QB/T 4524-2013
- Dog clothes: FZ/T 81013-2016
- Storage boxes: QB/T 5777-2022
- Pet products: GB/T 43839
- Food containers, bowls, etc.: GB 4806 series

SGS SOLUTIONS

We have extensive experience testing pet products for global markets. Our comprehensive one-stop quality assurance service covers a wide range of products, utilizing international standards, in-house methodologies and reference standards to help you demonstrate the quality and safety of your pet products.

PRODUCT CATEGORIES	REFERENCE STANDARD/TEST METHOD(S)
Toys	ASTM F963, EN 71, California Prop 65, REACH, POP, AATCC, SGS in-house test methods
Collars, leashes and harnesses	16 CFR 1500.48/49, 16 CFR 1501, California Prop 65, AATCC, SGS in-house test methods
Bowls and feeding supplies	16 CFR 1500.48/49, 16 CFR 1501, FDA, California Prop 65, EU Regulation 10/2011, GB 4806 series, SGS in-house test methods
Crates, kennels and carriers	16 CFR 1500.48/49, 16 CFR 1501, California Prop 65, SGS in-house test methods
Clothing and accessories	16 CFR 1500.48/49, 16 CFR 1501, California Prop 65, AATCC, ASTM D5034, ASTM D1424, EN 71, REACH, POP, FZ/T 81013-2016, SGS in-house test methods
Beds and bedding	16 CFR 1500.48/49, 16 CFR 1501, California Prop 65, AATCC, ASTM D5034, ASTM D1424, SGS in-house test methods
Play pens, fences and gates	16 CFR 1500.48/49, 16 CFR 1501, California Prop 65, AATCC, SGS in-house test methods



Our solution is fully customizable to cover all aspects, from durability and performance testing to product label reviews and packaging tests.

PHYSICAL & MECHANICAL TESTS	TEXTILE TESTS	CHEMICAL TESTS	FLAMMABILITY TESTS	MICROBIOLOGICAL TESTS	OTHER
<ul style="list-style-type: none"> • Use and abuse, tension and torque • Bite and pull • Compression and bending • Dynamic static load, stability • Durability • Performance test to minimize the risk from sharp edges, sharp points and small parts 	<ul style="list-style-type: none"> • Azo dyes • Colorfastness • Fiber content • PH value/odor • Zipper • Tensile strength • Seam strength • Tear strength • Burst strength • Dimensional stability 	<ul style="list-style-type: none"> • Heavy metals • California Prop 65 • Phthalates • EU REACH & POP • PCP & formaldehyde for wooden products • BPA-free • Food contact materials • and more 	<ul style="list-style-type: none"> • 16 CFR 1500.44 • EN 71-2 	<ul style="list-style-type: none"> • Antimicrobial effectiveness • Anti-acarus • Anti-mold • Sterilize air for evaluating • Microbiological indicators • Disinfection reagent effectiveness 	<ul style="list-style-type: none"> • Label review • Pet product packing tests • Tailored testing according to client requests

SGS MARKS

Consumers now have greater power than ever before when making purchasing decisions. In addition to brick-and-mortar shops, they can go online and choose from a global selection of retailers. Greater choice means it is even more important that your product stands out from the crowd.

Get ahead of the competition with the SGS Performance Mark and SGS Green Marks. These marks show consumers that your products have been independently tested against defined standards for performance and/or sustainability. Along with SGS's internationally recognized logo, each

mark includes details of the claim (e.g., 'fit-for-use' or 'biodegradable') and the criteria against which it was assessed. They also feature a QR code that directs consumers to a database where they can verify your claim's authenticity.

WHY CHOOSE SGS?

We are SGS – the world's leading testing, inspection and certification company. Utilizing our global network of state-of-the-art testing laboratories, we provide comprehensive solutions with full-circle benefits, helping you to develop and deliver safe, high-quality pet products to global markets.

CONTACT US

USA

Anita Changur
anita.changur@sgs.com
 +1 862-212-2827

China

Isabelle Jia
isabelle.jia@sgs.com
 + 86 13681846010

Canada

Avinesh Athi
avinesh.athi@sgs.com
 +1 647-828-6085

Europe

Phoebe Lee
phoebe.lee@sgs.com
 +852 60185919

When you need to be sure

SGS Headquarters
1 Place des Alpes
P.O. Box 2152
1211 Geneva 1
Switzerland

sgs.com



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