

11 April 2025

Animal Medicines Australia Celebrates the Companions Who Make Our Life Better on National Pet Day

Canberra, ACT – This Friday 11 April is **National Pet Day**. Animal Medicines Australia (AMA) is celebrating the millions of pets across the country that bring joy, comfort and companionship to Australian households — and recognising the vital role that quality veterinary care and animal medicines play in keeping them healthy.

With over 28 million pets calling Australia home, our country remains one of the most pet-loving nations in the world. Whether it's the wag of a dog's tail, the soothing purr of a cat, or the calming presence of fish and small animals, pets continue to enrich our lives in countless ways.

Animal Medicines Australia Executive Director, Mr. Ben Stapley said National Pet Day is a timely reminder of the responsibilities that come with pet ownership - including the need for regular preventative healthcare and access to effective, trusted animal medicines.

“Caring for our pets means more than just love and attention - it also means protecting them from preventable diseases, parasites and pain,” Mr. Stapley said.

“Animal medicines such as vaccines, flea and tick treatments, worming and pain relief play a critical role in ensuring our pets live long, healthy and happy lives.”

AMA's **Pets in Australia** report reveals that 69% of Australian households now include at least one pet, and spending on pet health products and veterinary services continues to grow (AU\$33 billion) a reflection of how deeply Australians value the wellbeing of their animals.

“Veterinary medicines not only help treat illness but are essential for preventative care, which supports both animal and human health,” Mr. Stapley added. “Responsible use of these products, guided by veterinarians and supported by our industry, ensures pets receive the best possible protection.”

On this National Pet Day, AMA encourages pet owners to celebrate their companions with a little extra love — and to make their health and wellbeing a top priority all year round.

Animal Medicines Australia is the peak body that represents the leaders of the animal health industry in Australia. Our member companies are responsible for a range of veterinary medicine products that prevent, control and cure disease across the companion animal and livestock sectors.



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AMA's latest Pets in Australia triennial report will be released in September 2025.

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