

America's Itchy Dogs

Elanco Animal Health



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Dogs Around the Country Are Itching for Relief

Survey Findings

Scratching, rubbing, chewing, licking. All signs of an irritated, itchy dog. Add seasonal allergies into the mix, and dogs across the nation now have itchy skin amongst other allergy symptoms. But how many dogs are suffering from itch today and how much worse does it get during allergy season?

To better understand the scope of this issue, Elanco Animal Health has developed this first-of-its-kind report, based on the findings of 3 surveys.

- A nationwide survey of veterinarians conducted in July/August 2024.
- A nationwide survey of dog owners conducted in July/August 2024.
- A nationwide survey of dog owners, with a deep dive into dog owners residing in the Itchiest Cities in America (based on the Allergy and Asthma Foundation's top U.S. allergy capitals*) conducted in March/April 2025.

The key findings reveal just how badly dogs are itching for relief in the U.S. and their most trusted ally in the fight against itch — veterinarians.

Dive into the report to learn more about what can be done to help the millions of dogs who are suffering from itch.



*Allergy Capital dog owners / dogs refers to all respondents living in one of the top 10 allergy DMAs: Wichita, KS; New Orleans, LA; Oklahoma City, OK; Tulsa, OK; Memphis, TN; Little Rock, AR; Raleigh, NC; Richmond, VA; Greenville, SC; Greensboro, NC

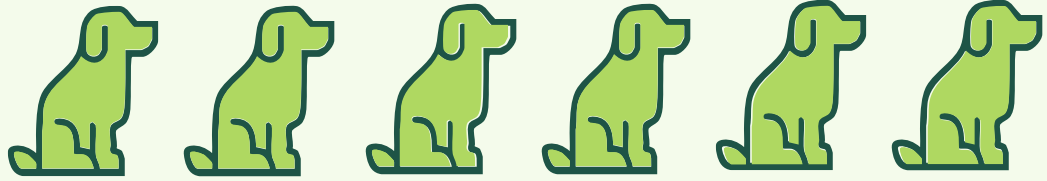


There are **more “itchy” dogs** out there than you might think; and **allergy season makes it worse.**

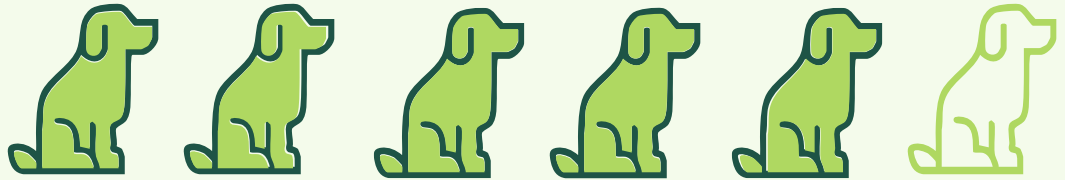


Nearly **9 in 10**

U.S. dogs are “itchy dogs,” according to their pet owners, experiencing any symptoms of itchiness at any point in the year.



That’s nearly **79 million “itchy dogs.”**



Based on 89 million American households owning a dog. AVMA 2024 Pet Ownership and Demographic Survey

Seasonal allergies increase the risk of itchy dogs.

Nearly **2 in 3** dogs that experience itching have worse itch during allergy season.



83%

of dog owners say their city’s pollen levels affect their dog’s itch level.



79%

of dog owners believe seasonal allergies for humans are a big problem in their area.



56%

of dog owners say that they treat their dog more during allergy season compared to other times of the year.

During allergy season, dog owners **invest more time and money on treatments**, yet they strongly desire a **simple, cost-effective solution** to relieve their dogs' itch

During allergy season, dog owners on average:

Use

2 

types of additional treatments

Spend

\$173 

more

to treat their dogs' itch

More than half of dog owners say that a **one-day pill or dose of treatment** (compared to multiple pills per day or veterinarian visits every few weeks) is what they want to stop the itch.



75%

of dog owners said in 2024 that they need more affordable options to stop their dogs' itch.



12%

of owners with dogs whose itch is uncontrolled know what treatment works but express that treatment is too expensive.



\$302

Average spend year-round to treat dog's itchiness.



60%

of owners with dogs whose itch is uncontrolled have tried treating the itch but haven't found anything that works.



65%

of itchy dogs who went to the veterinarian were most diagnosed with environmental allergies.

Veterinarians are the most trusted ally in the fight against itch and **pet owners are counting on their help.**

Itchy dog owners wait

6 weeks

after their dog has started showing symptoms of itch to take them to the veterinarian.

94% of veterinarians



believe that dog owners do not realize how much discomfort their dog is in when they scratch themselves.

Veterinarians and pet owners are frustrated by itch and want to help itchy dogs find fast and lasting relief- by the second clinic visit.



Frustration over itch builds on both sides

6 in 10

dog owners express concern about their dogs' itch, reporting feelings of frustration and helplessness

veterinarians say that itchiness is the most frustrating issue they deal with

Dog owners start to lose trust in their veterinarian

6 in 10

dog owners say that they lose trust in their veterinarian when they're unable to treat their itchy dog

Itch relief needs to happen HERE.



Dog owners seek out a new veterinarian

8 in 10

dog owners say that if their veterinarian can't figure out how to treat their itchy dog, they would go to a different veterinarian

itchy dog owners who have switched veterinarians report switching after 3 visits or less

Extreme Circumstances

4 in 10

dog owners say having an itchy dog tests their resolve to having a dog at all

5 in 10

dog owners would be willing to move to a new city if it was going to help their dog's extreme itch

6 in 10

dog owners would travel outside of their state to go to a specialist if it meant their dog's itch would be cured

90%

of veterinarians say that itchy dog owners wait too long before bringing their dog in, resulting in raw and infected skin.



The mental load and feelings before and after finding successful treatment for an itchy dog, are stark.

WHEN dog owners have an itchy dog, they say...

52%

they feel sympathetic when they see other itchy dogs.

53%

they've felt judged by someone in their community (veterinarian, family, friends, or neighbors) for having an itchy dog.

74%

they feel hopeless when their veterinarian is unable to treat their itchy dog.

AFTER finding successful treatment for itchy dogs, veterinarians say it improves their relationship and business with the pet owner...

93%

of veterinarians say dog owners have more trust in them.

84%

of veterinarians say dog owners are more likely to visit their office for other issues with their dog(s).

70%

of veterinarians say dog owners refer other dog owners to their office.



Finding successful treatment strengthens the bond between dog, owner, and veterinarian and creates ongoing care opportunities. It's a win-win-win—for dogs, dog owners, and veterinarians.

Meet some of the itch relieving allies

Not all superheroes wear capes—some wear scrubs or white coats, but they're doing heroic working helping America's itchy dogs find relief.



"In animals, inflammation doesn't occur in the nose and the eyes — it occurs on the skin. So, when people see dogs licking their paws or scratching their skin because they're itchy, they don't associate that with allergy—but it often is. In general — in both dogs and people — we are seeing higher incidence of allergies as the years go on. There are a lot of hypotheses as to why that happens. But we are seeing increased predisposition to allergy across the board as well as with specific breeds. Having more tools in the toolbox to treat ich, especially for both new and severe cases, is so important."

- **Dr. Andrew Rosenberg**, veterinary dermatologist, director of medical operations at Animal Dermatology Clinic in New York and President of the American College of Veterinary Dermatology (ACVD).



"Canine atopic dermatitis is a genetic predisposition to environmental allergens like pollen, dust mites, and dander. This over reactivity leads to itching, scratching, and biting, increasing the risk of secondary infections. For these dogs, more treatment options are crucial. As a veterinary dermatologist, I see the worst of the worst. Many of my patients have failed all available anti-itch treatment options and are stuck with long-term steroid use. Having new tools available, especially for these challenging refractory cases, is needed to improve the health and wellbeing of my patients. I love finally being able to provide relief for these dogs and their pet parents."

- **Dr. Joya Griffin**, veterinary dermatologist and star of National Geographic's Pop Goes the Vet with Dr. Joya



"Canine atopic dermatitis doesn't just affect dogs; it can take a significant emotional toll on pet parents as well. Many of my clients have spent thousands of dollars on treatment options to control their dog's itch, which is why it's so important to have a cost-effective solution for itch relief. As a veterinary dermatologist I'm excited by the latest innovation and its impact on both pets and their owners."

- **Dr. Tom Lewis**, veterinary dermatologist and founder of Dermatology for Animals, a group of veterinary dermatology clinics committed to caring for pets with allergies

America's Itchiest Cities

The highest human allergy cities in the country aren't just allergy hotspots for humans—but also for itchy dogs. In fact, **85% of dogs in these Itchy Cities experience itch during allergy season, compared to 79% of all U.S. dogs.**



74% of dogs

in these Itchy Cities who've experienced any itchy symptoms get worse itch during allergy season compared to the rest of the year

vs

65% of U.S. dogs.

Canines in these cities are reported to be the itchiest during allergy season:

Richmond, VA

91%

New Orleans, LA

89%

Tulsa, OK

88%

Greensboro, NC

87%



01

Wichita, KS

Dog owners are craving simplicity.

Wichita dog owners who have gone to a veterinarian or specialist more than once say they feel...

Stressed
vs 25% of U.S. dog owners.



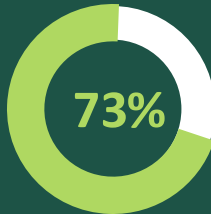
Frustrated
vs 25% of U.S. dog owners.



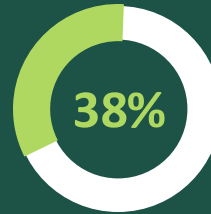
Financially burdened
vs 16% of U.S. dog owners.



about going to the veterinarian multiple times to treat their dog's itchiness.



of Wichita dog owners would most prefer to give their dogs a one-day pill or dose of treatment compared to multiple pills or doses a day, the most of any itchy city, vs 54% of U.S. dog owners.



of Wichita dog owners have gone to the veterinarian for treatment or evaluation for itching 2 or more times vs 52% of U.S. dog owners.

02

New Orleans, LA

Has the itchiest dogs year-round.



89%
of New Orleans dogs experience itchiness during allergy season vs 79% of U.S. dogs.



90%
of New Orleans dog owners believe their city's pollen levels affect how itchy their dog is at least a little vs 83% of U.S. dog owners.



72%
of New Orleans dog owners notice that as their allergies increase, they notice their dog becomes itchier vs 64% of U.S. dog owners.

95% of New Orleans dogs are itchy dogs vs 86% of U.S. dogs.





Oklahoma City, OK

On the hunt for the best treatments.



72%

of Oklahoma City dog owners, when seeing an itchy dog, say they wonder if they are on proper treatment vs 73% of U.S. dog owners.

79%

of Oklahoma City dog owners, when seeing a before/after picture for a product that has helped an itchy dog, say it makes them want to try the product vs 81% of U.S. dog owners.

Oklahoma City itchy dog owners are more likely to treat their dogs with the following:

52%



medicated shampoos vs 44% of U.S. dog owners.

40%



home remedies vs 33% of U.S. dog owners.

38%



over-the-counter allergy medicine for humans vs 29% of U.S. dog owners.



Tulsa, OK

Feeling the financial strain of trying different treatments

68%

of Tulsa dogs itching gets worse during allergy season vs 56% of U.S. dogs.

65%

of Tulsa dog owners find that they treat their dog more during allergy season compared to other times of the year vs 56% of U.S. dog owners.

23%

of Tulsa dog owners that have gone to the veterinarians more than once to treat their dog's itchininess say it makes them feel financially burdened vs 16% of U.S. dog owners.



05

Memphis, TN

Doing the most, spending the most.



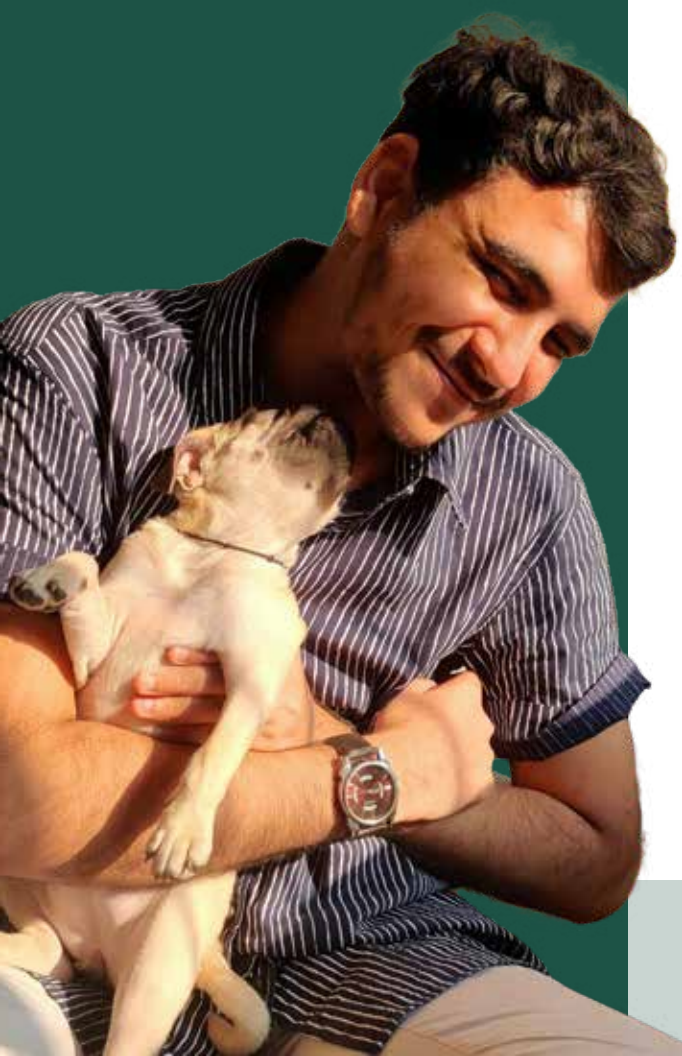
60% of Memphis dog owners have gone to a veterinarian 2 or more times for treatment or evaluation for their dog's itching vs 52% of U.S. dog owners.



Memphis itchy dog owners use **3.2 treatments year-round** to treat their dog's itchiness vs 2.84 of U.S. dog owners.



Memphis itchy dog owners **spend \$548 year-round** to treat their dog's itchiness vs \$302 of U.S. dog owners.



06

Little Rock, AR

Fewer visits to the veterinarian, but just as many treatments tried.

Little Rock itchy dog owners use **3.23 treatments year-round** to treat their dog's itchiness vs 2.84 of U.S. dog owners.

43%

of Little Rock dog owners have gone to the veterinarian for treatment or evaluation for itching 2 or more times vs 52% of U.S. dog owners.

66%

of Little Rock itchy dog owners would most prefer to give their dogs a one-day pill or dose of treatment compared to multiple pills or doses of treatment a day vs 54% of U.S. dog owners.



07

Raleigh, NC

The least judgmental of itchiness.

Percentage of itchy dog owners that have felt judged by...



Their friends

23%

vs 35% of U.S. dog owners.



Their neighbors

24%

vs 34% of U.S. dog owners.



Their family

21%

vs 37% of U.S. dog owners.



Their veterinarian

28%

vs 38% of U.S. dog owners.

26%

of Raleigh dog owners say they judge others for having an itchy dog vs 38% of U.S. dog owners.

08 Richmond, VA

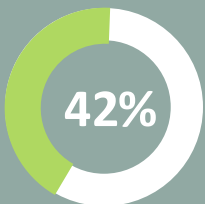
Going above and beyond, seeking out specialists.



of Richmond dog owners have gone to the veterinarian for treatment or evaluation for itching 2 or more times vs 52% of U.S. dog owners.



of those who have gone to a veterinarian, have also gone to a specialist 2 or more times vs 52% of U.S. dog owners.



of those who have gone to a veterinarian 2 or more times say going multiple times to the veterinarian makes them feel concerned vs 32% of U.S. dog owners.





Greenville, SC

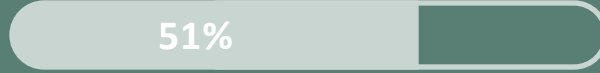
The most compassionate community when it comes to itch.



Greenville dog owners are more likely to feel compassionate and empathetic when they see other itchy dogs:

Compassionate

vs 45% of U.S. dog owners.



Empathetic

vs 39% of U.S. dog owners.



85%

of Greenville dog owners would be devastated if they couldn't manage their dog's itch vs 79% of U.S. dog owners.

24%

of Greenville dog owners that have gone to the veterinarian more than once to treat their dog's itchiness say it makes them feel financially burdened vs 16% of U.S. dog owners.

\$245

additional spending by Greenville itchy dog owners during allergy season to treat their dog's itchiness vs \$173 of U.S. dog owners.



Greensboro, NC

Feeling the itch even longer with extended allergy season.

In addition to spring, Greensboro dogs experience itchiness into the summer:

Spring



Summer



69%

of Greensboro dog owners say their dog's itch gets worse during allergy season vs 56% of U.S. dog owners.

63%

of Greensboro dog owners say they treat their dog more during allergy season compared to other times of the year vs 56% of U.S. dog owners.

Survey Methodology

2024 Itchy Dog Owner research: *Elanco and FleishmanHillard's TRUE Global Intelligence team surveyed 1,300 dog owners between the ages of 18 and 78 who own itchy dogs. "The Itchy Dog Owners" surveyed are from a mix of US regions and have at least one dog with an itchy condition, including more than normal itching, atopic dermatitis, or pruritus. This 10-minute online survey was fielded from July 30, 2024, to August 12, 2024.*

2024 Vet research: *Elanco and FleishmanHillard TRUE Global Intelligence surveyed 200 Veterinarians. The veterinarians surveyed are employed, from a mix of US regions, have worked as veterinarians for at least one year, and treat and diagnose dogs with itching, atopic dermatitis, or pruritus at least weekly. This 15-minute online survey was fielded from July 31, 2024, to August 12, 2024.*

2025 Itchiest Cities research: *Elanco and FleishmanHillard's TRUE Global Intelligence team surveyed n=4,000 dog owners. 1,000 dog owners are from a mix of US regions and 300 dog owners are from each of the top 10 allergy DMAs as defined by AAFA (Wichita, KS; New Orleans, LA; Oklahoma City, OK; Tulsa, OK; Memphis, TN; Little Rock, AR; Raleigh, NC; Richmond, VA; Greenville, SC; Greensboro, NC). Dog owners surveyed are between the ages of 18 and 79 and have at least one dog. This 10-minute online survey was fielded from March 26, 2025, to April 7, 2025.*