

When the Nest Empties, Dogs Take Center Stage: The Story Behind Juniper's Pets

A new online destination brings together elegant design and everyday comfort for the dogs who make a house feel like home.



Miami Beach, Florida Oct 30, 2026 ([Issuewire.com](https://www.issuewire.com)) - The children have moved out. The house is quieter. And for a growing number of affluent Americans, the dog has become the heart of the home. Juniper's Pets today announced the launch of [juniperspets.com](https://www.juniperspets.com), a curated luxury store for owners who have the means to give their dogs the very best and want it to look as good as everything else they have built.

The new empty nest

The shift has been decades in the making. Researchers have long tied the rise of indulgent pet keeping to baby boomers entering the empty nest, owners who “redirect their energy and finances to their dogs.” The U.S. Bureau of Labor Statistics sees the same pattern in Generation X: as their children left home, many Gen X parents “may have purchased new pets and replaced spending on their children with spending on their pets.”

These same households hold much of the nation's wealth. Baby boomer households held \$97.4 trillion in the second quarter of 2026, about 52% of all U.S. household net worth, while heading only about 30% of households. An analysis of 50,000 pet product buyers found that 77% were 50 or older and 75% had a household net worth above \$220,000.

Tens of thousands, one dog at a time

Americans spent \$158 billion on their pets in 2025, and the American Pet Products Association projects \$165 billion in 2026. That spending is concentrating at the top. Numerator data shows high-income households doubled their pet spending from 2020 to 2025, to \$40 billion, or 38% of the U.S. total.

Over a lifetime, the numbers add up quickly. Rover estimates the cost of caring for a typical dog over 10 years at about \$34,550, and more than \$52,000 for larger breeds or dogs that outlive the average. Among the very wealthy, the figures climb higher still: a 2025 study of ultra-high-net-worth individuals across Asia found they spend an average of \$42,800 a year on their pets.

Much of that investment arrives in the senior years. Rover's 2026 figures put the cost of caring for a senior dog at \$2,475 to \$5,200 a year, before end-of-life care. Globally, the senior pet care market is valued at \$124 billion in 2026 and is projected to reach \$271.8 billion by 2034, according to Statistics MRC.

A store built around one remarkable dog

Juniper's Pets was born from real life. The founders spent years caring for Juniper, a flat-coated retriever and working dog, through her senior years. They learned two things. The products that truly help an older dog are scattered across the internet. And the ones that work are rarely the ones that belong in a beautiful home. juniperspets.com brings both together: pieces chosen for comfort and dignity, designed to sit naturally in a well-appointed room.

"We tried to find the best we could give Juniper for all the days we were her custodians," said the founders. "There are helpful things we wish we'd known earlier. Nobody should have to discover them alone."

"Our customers have raised their families and built homes they are proud of," the founders added. "Their dogs are family now, too. What they bring home for them should reflect that."

The collection

The store's 116 pieces are organized around how a dog actually lives in a luxury home:

- Gold lucite dining — single, double, and triple gold and clear lucite feeders with glass and stainless bowls, in heights for small to large dogs.
- Faux fur orthopedic beds — plush orthopedic and memory foam beds, cooling beds, waterproof throws, and a human-size faux fur bed for dogs who share the family's living spaces.
- Lucite crates, playpens, and gates — clear lucite with gold or silver latches, designed to disappear into a well-designed room.
- Designer walking and travel — luxe no-pull harnesses, designer collars and leashes, Fi smart-collar bands, strollers, carriers, and premium car and SUV protection for dogs who still go everywhere.
- Daily wellness — hip and joint, calming, and multivitamin soft chews, plus French linen toys.

Alongside the collection, The Senior Dog Journal helps owners read the signals of aging. Slowed

movement, changed sleep, and reluctance to climb stairs are often mistaken for stubbornness. The Journal translates that body language into understanding owners can act on.

Juniper, ambassador

In life, Juniper was a seasoned working dog with high standards. She tested the products and knew what held up. As ambassador, she gives the store its voice: definitive, experienced, and grounded in real use rather than marketing claims.

“It’s not that I don’t want to play. It’s that I’ve got limits. Work within them,” says Juniper, in the voice the store gives her. “I might still want to tug on something, even if I can’t pull you across the room anymore. And if it takes me a minute to get up — I’m getting up. Don’t rush me.”

Above all, Juniper’s Pets is a tribute. Juniper filled her people’s lives with love and joy, and every piece chosen honors her by making life better for the dogs still here. The store follows a kaizen philosophy of continuous improvement, adding only what has been tested and proven. It is live now at juniperspets.com.

About Juniper’s Pets

Juniper’s Pets is a luxury store for the dogs people love most, with a special focus on their later years. Founded on the experience of caring for a senior working dog, it offers gold lucite feeders, faux fur orthopedic beds, lucite crates and playpens, designer harnesses and travel essentials, and daily wellness products, along with guidance from The Senior Dog Journal. Visit juniperspets.com.



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Source : Cal Poly, From Our Laps to the Laps of Luxury U.S. Bureau of Labor Statistics, Beyond the Numbers Fortune, Oct. 7, 2026 (Federal Reserve data) Infogroup via PR Newswire American Pet Products Association Supermarket News (Numerator data) Rover, True Cost of Pet Parenthood 2025 Global Pet Industry (Rover data) Pridebay, 2025 Asia UHNWI Pet Consumption Report Love Baxter (Rover 2026 figures) Statistics MRC, Senior Pet Care Market

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