

A photograph of a dog sitting in the back seat of a car, looking out the window at a beach. The dog is wearing a blue and orange harness. The car's interior is visible, including the seats and door panels. The background shows a beach, ocean, and mountains under a blue sky. The image has a blue overlay.

Lealchum® Business Proposal for North American Pet Retail Chains

Cici Liu
2026.2

... **Lealchum**®

Lealchum — A Safe and Loyal Companion for Every Mile.

— 使忠诚的爱宠安全的陪伴每一程

Lealchum is built on a simple belief:

Lealchum源于一个简单的理念

Pets are not cargo.-宠物不是物品

They are family.-它们是家人

Born from **Leal (Loyal)** and **Chum (Companion)**, Lealchum represents the bond between pets and their parents — and the responsibility that comes with it.

品牌名称由 *Leal (忠诚)* 与 *Chum (伙伴)* 组成，
象征宠物与主人之间的情感连接，以及这份陪伴背后的责任。

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01

About Us | Brand and Manufacturer Back Ground

品牌与制造背景

1.1 Brand Overview 品牌概述



Brand Positioning 品牌定位

Lealchum® is a mature pet travel brand focused on dog car seats, travel beds, and mobility-focused pet products, serving pet parents who **value safety, comfort, and design.**

Lealchum®是成熟的宠物出行品牌，专注于宠物车载座椅、旅行床及移动相关宠物用品，服务**重视安全、舒适与设计**的宠物主人。

Pet Car Seat focused on reducing travel anxiety.
专注于减轻狗狗出行焦虑的高端犬用汽车座椅。

Our elevated design lets dogs see outside, which pet parents love.
我们的设计独具特色，能让狗狗看到车外的景色，这让宠物主人非常喜爱。

Key Business Indicators 核心业务指标

Core Category: Dog Car Seat / Pet Travel Bed | Key Markets: United States, Europe, Japan

核心品类：宠物车载座椅/旅行床 | 主要市场：美国、欧洲、日本

Sales Channels: Amazon, Alibaba, B2B, Offline retail partnerships

销售渠道：亚马逊、Alibaba、B2B、以及线下零售合作

1.2 Manufacturing Background 制造背景



Core Differentiator 核心差异点

Unlike many pet brands relying on third-party trading companies, Lealchum is backed by its own manufacturing facilities, enabling end-to-end control.
不同于依赖第三方贸易公司的宠物品牌，Lealchum拥有自有生产基地，实现全流程品控。



Factory Capabilities 工厂能力

Self-owned factory (Location: Jinhua City, Zhejiang, China) | Factory Size: 6,000 m² |
Monthly Capacity: 40,000 units | OEM/ODM Experience
自有工厂（地点：浙江金华）| 工厂面积：6000平方米 | 月产能：40,000件 | OEM/ODM经验



In-house Capabilities 内部能力

Product design & structure optimization, Sewing, foam and metal assembly, Quality inspection at all stages
产品设计与结构优化、缝纫、海棉和金属组装、全阶段质量检测



1.3 Strategic Partnerships 战略合作伙伴

Key Cooperation Areas 核心合作领域

Material suppliers (foam, fabric, hardware) – long-term contracted

材料供应商 (海棉、面料、五金) – 长期合约合作

Logistics & compliance partners (US standards alignment)

物流与合规合作伙伴 (符合美国标准)

Selected global distributors (non-overlapping territories)

精选全球分销商 (非重叠区域)

Partnership Value 合作价值

Stable supply chain, quality consistency, faster response, lower recall risk for retailers

为零售商提供稳定供应链、一致品质、快速响应及低召回风险



02

The Market | Pet travel Market Insight

宠物出行市场洞察

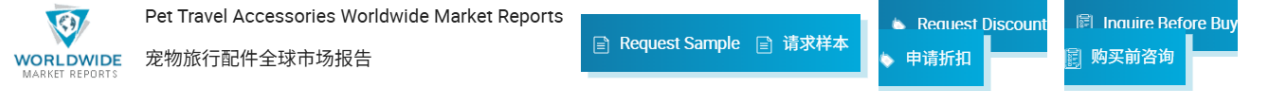
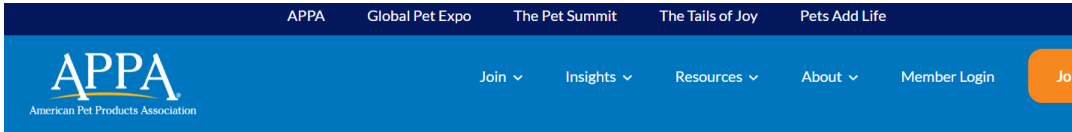
2.1 Market Size & Growth 市场规模与增长



U.S. and Global Pet Market Overview 美国宠物市场概况

U.S. pet market size: \$157 bn (2025) | Pet travel & safety segment estimated to be valued at USD4.2Billion in 2026 and is expected to reach USD7.8 Billion by 2033, growing at a compound annual growth rate (CAGR) of 9.1% (2026–2033)

美国宠物市场规模：1570亿美元 | 宠物出行安全细分市场预计2026年将达到USD42亿，预计2033年达到USD78亿，年复合增长率：9.1% (2026-2033)



Total U.S. Pet Industry Expenditures

Year	Billions of Dollars
2025	\$157 Projected
2024	\$151.9
2023	\$147.0
2022	\$136.8
2021	\$123.6
2020	\$103.6
2019	\$97.1
2018	\$90.5

Market Size and Trends 市场规模与趋势

The Pet Travel Accessories market is estimated to be valued at USD 4.2 billion in 2026 and is expected to reach USD 7.8 billion by 2033, growing at a compound annual growth rate (CAGR) of 9.1% from 2026 to 2033. This significant growth reflects increasing pet ownership worldwide and the rising demand for convenient, safe, and innovative travel solutions designed specifically for pets, catering to the lifestyles of modern pet owners who consider pets as family members.

宠物旅行配件市场预计2026年估值为42亿美元，预计到2033年将达到78亿美元，2026年至2033年复合年增长率为9.1%。这一显著增长反映了全球宠物拥有人数的增加，以及对便捷、安全且创新的宠物旅行解决方案的需求不断增长，这些方案专为宠物设计，满足了将宠物视为家庭成员的现代宠物主人。

Current market trends indicate a strong shift towards smart and multifunctional pet travel accessories that enhance ease of transportation and pet safety. Consumers are increasingly seeking products made from eco-friendly materials, integrating technology such as GPS tracking and health monitoring. Additionally, the surge in pet-friendly travel policies and greater awareness around pet wellness during travel are propelling the market forward, with premiumization driving higher demand for customized and luxury pet travel accessories globally.

当前市场趋势显示，市场正强烈转向智能且多功能的宠物旅行配件，提升运输便利性和宠物安全。消费者越来越多地寻求采用环保材料制成的产品，融合了GPS追踪和健康监测等技术。此外，宠物友好旅游政策的激增以及旅行期间宠物健康意识的提升推动了市场发展，高端化推动了全球定制和奢华宠物旅行配件的需求。

Pet Travel Accessories Market Size and Trends

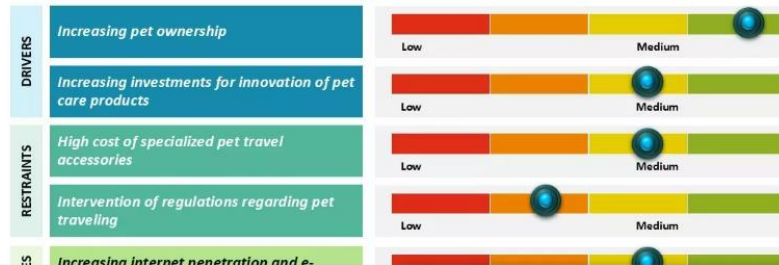
宠物旅行配件市场规模与趋势

Global pet travel accessories market is estimated to be valued at **USD 7.90 Bn in 2025** and is expected to reach **USD 12.20 Bn by 2032**, exhibiting a compound annual growth rate (CAGR) of **6.4% from 2025 to 2032**.

全球宠物旅行配件市场预计 **2025 年估值为 79 亿美元**，预计到 **2032 年将达到 122 亿美元**，**2025 年至 2032 年复合年增长率为 6.4%**。



Impact Analysis of Key Factors Global Pet Travel Accessories Market



High Pet Ownership and Growing Demand for Premium Travel Products in Canada

加拿大宠物数量高且对高端旅游产品需求增长

Canada has one of the highest pet ownership rates in the world. According to the Canadian Animal Health Institute (CAHI) in 2022, over **58.5%** of Canadian households have pets, and the majority own dogs and cats. With more Canadians living in urban areas and the increasing trend of pet-friendly hotels, airlines, and public spaces, there is a growing demand for pet travel accessories. Pet owners in Canada, particularly in urban areas like Toronto and Vancouver, are willing to spend on high-quality pet products, including those related to travel such as pet carriers, pet travel beds, and pet-safe car accessories.

加拿大拥有世界上最高的宠物饲养率之一。根据加拿大动物健康研究所 (CAHI) 2022 年的数据，超过 **58.5%** 的加拿大家庭养宠物，大多数家庭拥有狗和猫。随着越来越多的加拿大人居住在城市地区，以及宠物友好型酒店、航空公司和公共空间的兴起，宠物旅行配件的需求也在不断增长。加拿大的宠物主人，尤其是多伦多和温哥华等城市地区的居民，愿意购买高品质的宠物产品，包括与旅行相关的宠物运输箱、宠物旅行床和宠物安全汽车配件。

2.1 Market Size & Growth 市场规模与增长



Consumer Behavior 消费者行为

Pets are family



Market Driver 市场驱动因素

Pet humanization + road trips + safety awareness are driving premiumization of dog car seats

宠物人性化、公路旅行趋势及安全意识推动宠物车载座椅高端化

1. [78% of American pet owners](#) travel with their pets each year.
2. 54% of cat and dog owners [plan to travel with their pet](#).
3. 58% of people would [prefer to travel with their pet](#) over a friend or family member.
4. 52% of travelers base their travel plans on [accommodating pets](#).
5. [About 75%](#) of luxury, mid-scale, and economy hotels allow pets.
6. In 2019, a total of [404,556 animals](#) were transported by airline.
7. Nearly 64% of travelers [prefer to travel with pets by car](#).
8. [42.9% of people](#) look for a destination with hiking and fresh air for pet travel.
9. Dogs make up 58% of the [pets traveling around the world](#).
10. [37% of owners take shorter vacations](#) because of their pets.
11. 10% of travelers have [hidden their dogs to travel](#).
12. [27% of dog owners](#) go the extra mile for their pets.

2.2 Retail Pain Points 零售痛点

Product Issues 产品问题

Products look similar → weak differentiation
产品同质化严重→差异化不足

Pet Car Seat material not good, Comfort complaints on long trips,
生产材料质量差, 长途旅行舒适性差

Insufficient height → dogs cannot see outside
高度不足→宠物无法看向窗外

Hard-to-clean structures
清洁困难的结构设计

Supply Chain Issues 供应链问题

Unstable supply & inconsistent quality from private-label vendors
自有品牌供应商供货不稳定且质量不一致

Lealchum's Solution Lealchum解决方案

Product evolution directly addresses these gaps through design innovation and manufacturing control
通过设计创新和制造控制直接解决上述痛点



03

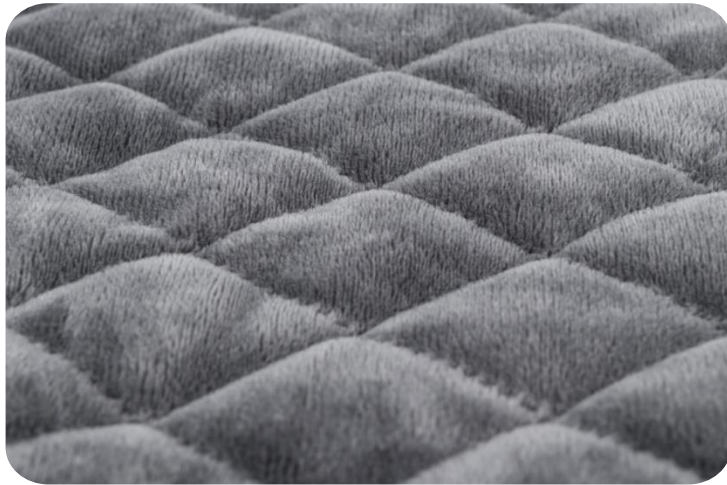
Key Advantages | Why Lealchum Stands Out

Lealchum 优势

3.0 Material Advantages 材料优势



Premium Ultra-Soft
Short-Haired Fabric



Gentle on your pet's skin
-stays cozy mile after mile.

High-Density, Resilient
Foam Cushioning



Retains shape & comfort, even after
countless adventures.

Non-Slip, Waterproof Base

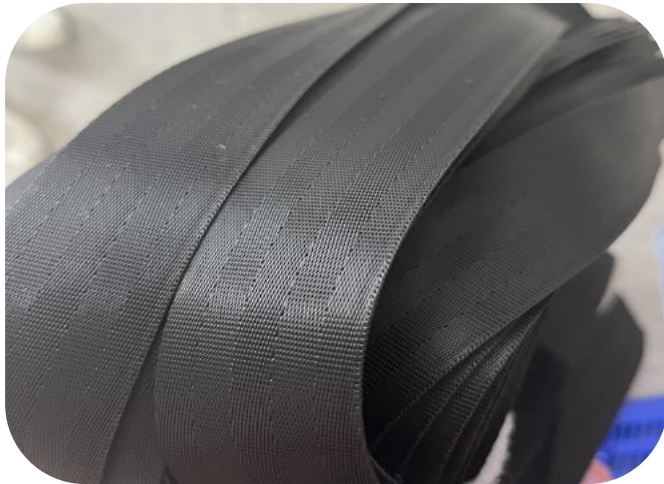


Prevents car seat from slipping when
car is in motion.

3.0 High Quality Material 优质原材料



Automotive-Grade Safety Belt



Safety harness material same as cars
- keeps your pet secure and safe.

Safety Lock Catch



Gentle on your pet's skin
-stays cozy mile after mile.

Premium YKK Zippers



Trusted global brands - no snagging
and reliable heavy duty performance.

3.1 Product-Level Advantages 产品层面优势



1. Multi-scenario Usage

多场景使用

Can use on passenger seat or back or trunk

可以装在副驾驶，后座或后备箱

Not just a Pet Car seat, also a comfortable bed or sofa indoor and outdoor

它不仅仅是一个车窝，还是一个舒适的家用床或户外床

2. Thickened Side Bolsters

加厚侧围

Reinforced side walls for support and impact buffering

强化侧壁提供支撑和冲击缓冲

Creates a "nest-like" secure feeling

营造"巢穴式"安全感

3.1 Product-Level Advantages 产品层面优势



3. Raised Base Design 抬高底座设计

Elevated bottom structure increases sitting height by 15 cm

抬高底座结构增加15厘米坐高

Allows dogs to see out the window → reduced anxiety & motion stress

让宠物能看到窗外→减少焦虑和晕车

4. Egg Shaped Cushion Base 鸡蛋形状垫子设计

Your pet will feel as if gently held and soothed by your hands, creating a greater sense of comfort and security.

With your pet feeling safe and relaxed, you can enjoy greater peace of mind and focus on driving.

宠物会感受到像被主人的手在抚摸按摩，更适合，宠物感受到更安全。主人更安心专注驾驶。



5. Relieve the impact 减轻撞击伤害

High-density foam padding in the backrest effectively absorbs shock from sudden acceleration and braking.

高密度海绵靠背可有效吸收急加速和急刹车带来的冲击。

3.1 Product-Level Advantages 产品层面优势



6. Large capacity pockets on both sides 超大双侧储物口袋

Dual side pockets easily hold pet essentials such as water bottles, treats, and toys.

双侧口袋可以轻松装下宠物用品，如水杯，零食和玩具。

7. Seamless zipper design 隐藏式拉链

Concealed zipper design for a seamless look and a refined, elegant appearance.

隐藏式拉链，完美展示精美外观



8. Adjustable strap 可调节安全带

Made with seat belt-grade webbing for enhanced strength and safer securement.

安全带同款材质带子，固定更安全。

3.1 Product-Level Advantages 产品层面优势



9. Travel-Optimized Comfort 旅行优化舒适性

High-Density, Resilient Foam Cushioning (support + softness)

高密度海棉 (支撑+柔软)



10. Easy-Clean System 易清洁系统

Fully removable & washable covers

全可拆卸清洗外套



Take the bottom cushion out Flip the pet car seat over Open the bottom zipper and take out Open the zipper and take out the sponge

3.1 Product-Level Advantages 产品层面优势



11. Multi-Point Safety Protection System

多重安全固定防护设计

- ① **Headrest Harness:** Adjustable headrest strap securely fastens the top of the booster seat for enhanced stability. 可调节头枕固定带，牢固固定座椅顶部，增强整体稳定性。
- ② **Leash Lock:** Built-in safety leash clip prevents pets from jumping out during travel. 内置安全牵引扣，防止宠物在行驶过程中跳出。
- ③ **Adjustable Pet Leash:** Length-adjustable safety leash keeps your pet safely secured inside the seat. 可调节长度安全牵引带，确保宠物稳固固定在座椅内。
- ④ **Thick Support Frame:** Reinforced thick frame provides sturdy support and a comfortable resting edge for your pet's head. 加厚支撑框架，结构稳固，同时为宠物头部提供舒适依靠。
- ⑤ **High Protective Sides:** Raised sidewalls create a cozy, enclosed space that enhances your pet's sense of security. 加高护边设计，营造包裹式空间，提升宠物安全感。
- ⑥ **Seat Belt Openings:** Dual side seat belt openings allow secure installation using your vehicle's seat belt system. 双侧预留安全带穿孔，可搭配车辆安全带系统进行固定。
- ⑦ **Elevated Booster Cushion:** Thick elevated cushion lifts your pet to a higher position, allowing better visibility and interaction with the owner. 加厚增高坐垫设计，让宠物拥有更高视野，可观看窗外或与主人互动。
- ⑧ **Anti-Slip Base:** Non-slip bottom keeps the booster seat firmly in place during driving. 防滑底部设计，有效防止行驶过程中座椅移位。



Packing



Put into the paper bag
1pc/纸袋



Vacuum

压缩包装

Tested for deformation after half a year
of vacuumed
经半年压缩变形测试



Few pack into a Carton

5-9pcs/外箱

Memory foam perfectly recover in few days

Cut open the packaging carefully

- Kraft paper packaging ●
- Vacuum compression ●



DAY 1
Restoring after unpack



DAY 2
Full restored
Ready for installation



Few days later
Fully Installed

3 Easy Steps Installation



Pass the car seat belt through the bottom loops and secure

Hook to top of seat & adjust strap length



Attach leash to collar/harness

3.2 Manufacturing & Quality Advantages 制造与质量优势



Quality Control 质量控制

One factory, one standard → no quality drift

单一工厂，统一标准→无质量波动

Materials traceable to batch level

材料可追溯至批次级别

Pre-shipment QC pass rate: 99.9%

出货前质检合格率：99.9%

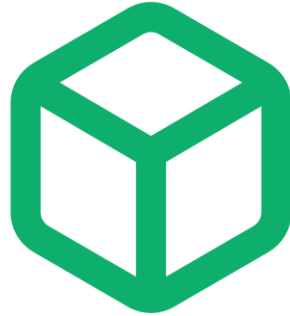
Compliance 合规认证

REACH - Material

OEKO-TEX® STANDARD 100 – Foam



3.3 Retailer Advantages 零售优势



Product Strength 产品优势

Proven SKUs (not experimental concepts)

成熟SKU (非实验性概念)

Stable lead time: 15-30 days

稳定交期: 15-30天



Flexible Cooperation 合作灵活性

MOQ flexibility for chain pilots

连锁店试点最小起订量灵活

Fast Overseas Warehouse Fulfillment

快速海外仓配送

Packaging & manuals ready for U.S. shelves

包装和说明书符合美国上架标准



04

Products | 2024–2026
Assortment Roadmap

产品发展线路

4.1 Current Core Line (2024) 2024年核心产品线

01

Classic Dog Car Seat 经典宠物车载座椅

Key Feature: Raised base + thick bolsters | Target Dog Size: S—M—L

核心特点：抬高底座+加厚侧围 | 适用宠物尺寸：小型-中型-大型



02

Premium Dog Car Seat 高端宠物车载座椅

Key Feature: Orthopedic foam + stability straps | Target Dog Size: M—L

核心特点：骨科泡沫+稳定绑带 | 适用宠物尺寸：中型-大型



4.2 2025 Development Direction 2025年研发方向



Product Innovation 产品创新

Modular sizes for chain-exclusive SKUs

模块化尺寸供连锁店专属SKU

Premium Travel Bed 高端旅行床

Key Feature: Orthopedic foam + stability straps | Target Dog Size: M-L

核心特点：骨科泡沫+稳定绑带 | 适用宠物尺寸：中型-大型

4.2 2026 Development Direction 2026年发展方向



Product Innovation 产品创新

Material Development 材料开发

Sustainable fabric options

可持续面料选择

Colorways aligned with U.S. retail trends

符合美国零售趋势的配色方案

Retailer Exclusivity 零售商专属权益

Exclusive model / exclusive color / Exclusive package/ exclusive

bundle options

专属型号/专属颜色/专属包装/专属套装选项

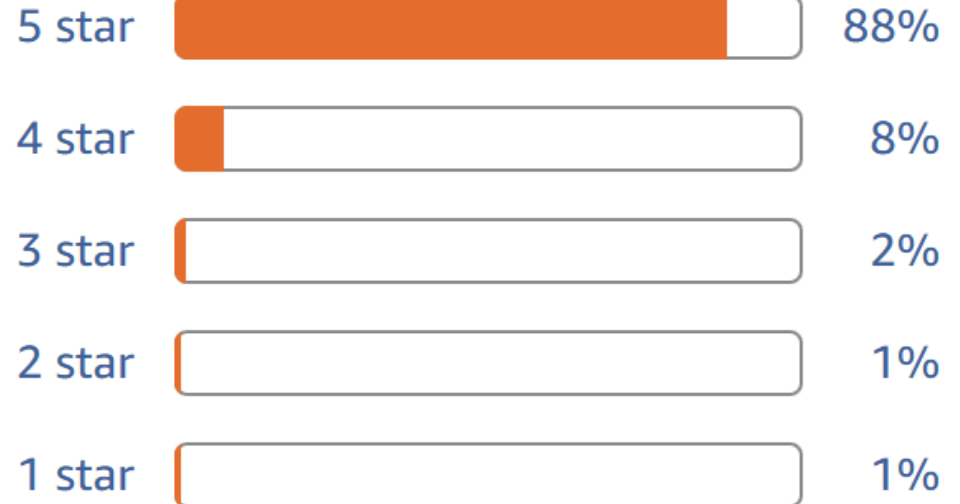
Overall Rating for one model on Amazon:



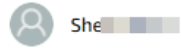
Customer reviews

★★★★★ 4.8 out of 5

1,980 global ratings



Consumer feedback



She

★★★★★ Love it!!!

Reviewed in the United States on November 13, 2025

Color: Purple | Size: Medium | **Verified Purchase**

I absolutely love this car booster seat and so do my dogs! Two Boston Terriers (about 20 lbs each) fit comfortably with plenty of room to stretch out. The seat feels incredibly well-made and high-quality, it looks classy and much more expensive than it actually is.

The two built-in tethers are perfect for keeping my pups safe and secure while still giving them enough freedom to look out the window and enjoy the ride. The padding is soft and cozy, and they settle right in every time we go for a drive.

Overall, this booster seat has exceeded my expectations in every way. If you're looking for something that combines safety, comfort, and style, this is the one! I've included photos for reference...two happy Boston Terriers give it two paws up!

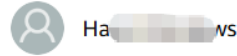


★★★★★ Dog approved, comfy and premium car seat

Reviewed in the United States on February 16, 2026

Color: Black/Grey | Size: Medium | **Verified Purchase**

This is a well made dog car seat, purchased for a 8 hour round trip. It secures tight in the car seat. The straps adjust the right length. And it's easy to remove. I keep it in the car all the time just in case or for trips to dog park. My dog weighs 17 lbs. She was able to sleep in it and see out the window. Worth the price compared to other cheap items.

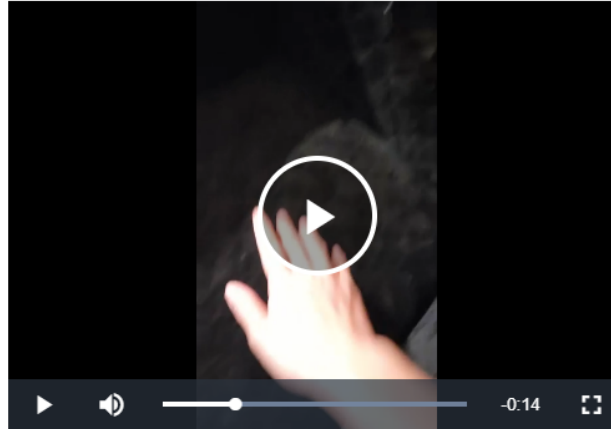


Ha

★★★★★ A King's throne

Reviewed in the United States on December 12, 2025

Color: Black | Size: Medium | **Verified Purchase**



4 people found this helpful

I'm really impressed with the quality of this dog car seat. The cushion has excellent support, and the fabric is very soft — so your pup will be comfy on every ride. It's easy to clean and wash, which makes everyday use much more convenient. The hook and belts feel very sturdy, and the additional hook for the car's seat belt adds extra safety and peace of mind. 🗝️ 🐕 This dog car seat is a great investment for your loving friend. I highly recommend it!

Pet supplies for AU market (5)

1月26日 13:08



p

I have a couple of thoughts on the advantages of this car seat. Firstly it's wonderful to know once you have clipped Rocky in to the seat, he cannot wander around the car. It's great peace of mind and helps to avoid the distraction whilst driving.

Cici: want to know more real feedback to tell customer, how it really can help pet parents. and... >

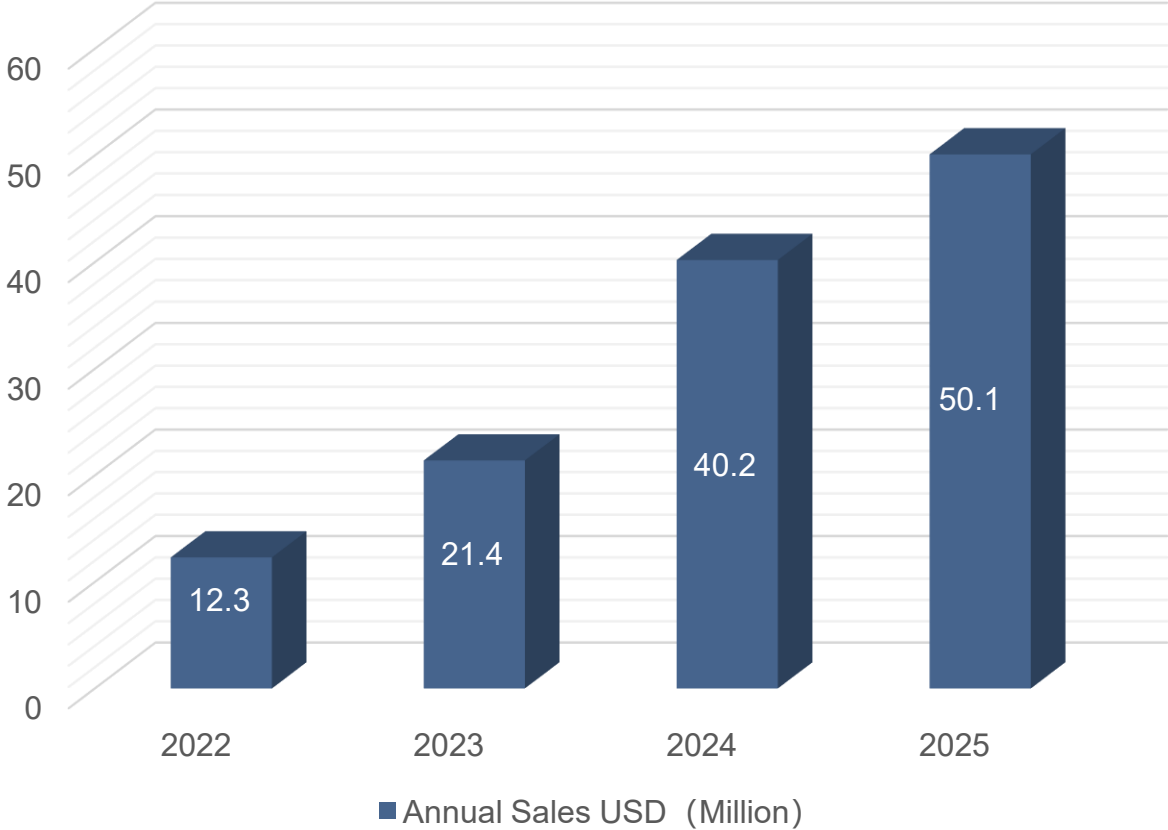


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Also, it must be very comfortable because once he is in the seat he hardly moves at all. Rocky goes to sleep within minutes of starting to drive. He is very very calm on the car and I believe it's because he is very comfortable. It does allow him to look out the window now as he has grown enough, but he is so comfortable he just sleeps lol...



Multiple brands for sale on Amazon's US/UK/EU/JP sites, annual sales(USD) as follow:



Petco and Petsmart retailer price





Suggest Retailer Price :

M size:USD89.99

L size: USD119.99



05

Support | Ensuring the Best Customer Experience

极佳的售后支持

5.1 Retail & Buyer Support 零售与买家支持



Dedicated Account Management 专属客户经理管理

Dedicated B2B account manager

专属B2B客户经理

Retail Operations Support 零售运营支持

Planogram & shelf suggestion support

陈列图与货架建议支持

Sales training deck for store staff

店员销售培训材料

Marketing Collaboration 营销协作

Co-branded launch materials

联合品牌发布

5.2 After-Sales & Consumer Experience 售后与消费者体验



Documentation Support 文件支持

Clear instruction manuals (EN)
清晰的使用说明书 (英文)



Warranty & Service 保修与服务

1-Year Warranty – Free Replacement
for Quality Issues
1 年质保 — 质量问题免费换新



Feedback Loop 反馈循环

Review monitoring & feedback loop
into product iteration
评论监控与产品迭代反馈循环

5.3 Long-Term Partnership Vision 长期合作愿景



Strategic Collaboration 战略合作

Data-driven SKU optimization

数据驱动的SKU优化

Joint forecasting & replenishment

联合预测与补货

Product Evolution 产品进化

Continuous product upgrades based on real user feedback

基于真实用户反馈的持续产品升级

Partnership Positioning 合作定位

Lealchum positions as a category partner, not just a short-term vendor

Lealchum定位为品类合作伙伴，而非短期供应商



06

Closing Statement

总结

Brand Strength 品牌实力



01

Integrated Capabilities 综合能力

Lealchum combines brand credibility with real manufacturing strength

Lealchum将品牌信誉与真实制造实力相结合

02

Value Proposition 价值主张

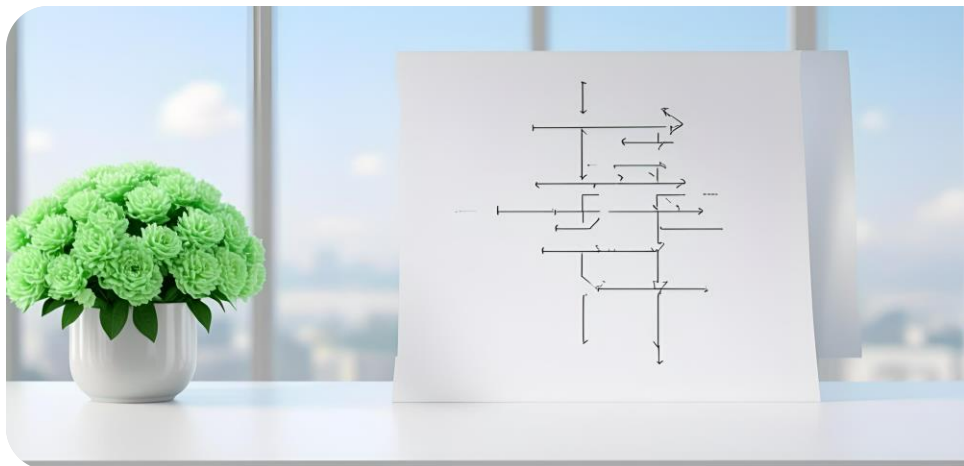
For U.S. pet retail chains seeking a reliable, differentiated, and scalable dog car seat partner

为寻求可靠、差异化且可扩展的宠物车载座椅合作伙伴的美国宠物零售连锁店

Lealchum offers a proven solution—not just a product

Lealchum提供成熟解决方案，而非仅仅是产品

Next Step 下一步计划



Implementation Roadmap 实施路线图

Pilot SKU selection → test sell-through → national rollout
试点SKU选择→测试销售→全国推广



Collaboration Process 合作流程

Joint planning for successful market entry and growth
联合规划成功的市场进入与增长策略

THE END

Thank You

