Tori Houle, Lifestyle Contributor and Junior Editor

Tori has more than 2 years of experience in the pet health industry and is junior editor of IDEXX's Pet Health Network team.

Valentine's Day is a day of showing your loved ones how much they mean to you, but it's not just for couples — pets are getting plenty of love too!

According to an article by Laura Petrecca and Sabrina Treitz, of USA Today, one out of five pet owners will spend money on their pets this Valentine's Day. A total of $815 million will be spent this year on Valentine's Day gifts for furry friends; this from a survey conducted by the National Retail Federation.

The gifts aren't only for pups and kitties either: fish, horses and smaller animals such as gerbils, and hamsters are receiving goodies as well according to a survey which was conducted by the American Pet Products Association.

Many retailers have responded to the outpouring of pet love and have stocked their shelves with numerous Valentine's Day-themed pet products. The ASPCA has featured heart-shaped dog tags and heart- dotted cat collars. They also took this opportunity to promote adoptions.

Olivia Melikhov — social-media manager at the ASPCA — states, "Adoption is a message that we're always trying to get across. We thought Valentine's Day would be a perfect time to remind people of that, since everyone is talking about love and meeting their match."

Kristen Levine, a pet expert and the founder of pet-focused marketing firm called Fetching Communications, attributes the remarkable bond between person and pet to the unique interactions between them. "You communicate digitally with most people in your life," says Levine, "through text, e-mail and Facebook, but you can't do that with your pet."

It's true that taking care of a pet involves direct interaction and that's what makes it so special.

If you have any questions or concerns, you should always visit or call your veterinarian – they are your best resource to ensure the health and well-being of your pets.

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