



# IndiePet Insights

May 2023



SPINS PET DEPARTMENT TRENDS

# How Is Each Channel Performing?

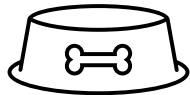
The SPINS Pet Channel is showing the least effect of inflationary/industrial price increases to ARP



*Pet Channel*

**+5.0% \$\$**

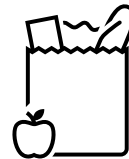
**+12% ARP**



*Regional Independent Grocery*

**+8.0% \$\$**

**+21.1% ARP**



*MULO + Convenience*

**+14.1% \$\$**

**+22.3% ARP**



SPINS PET DEPARTMENT TRENDS

# How Is Each Positioning Group Performing?

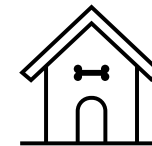
Specialty & Wellness is driving growth across the Pet Department over the last 52 weeks



Natural  
**+4.9%**



Specialty & Wellness  
**+11.6%**



Conventional  
**-0.3%**

## SPINS PET DEPARTMENT TRENDS

# Top Performing Brands In Specialty/Wellness Positioning Group

Brands With Highest Unit % Change with sales over \$1,000,000



Yeti



**+3,705.2%**

Bully Max



**+873.1%**

Pet Plate



**+622.0%**

## SPINS PET DEPARTMENT TRENDS

# What Are The Top New NPI Items In Q1?

Items with the highest Average Weekly Dollars



### Grizzly Salmon Oil



**\$9,509**

### Pet Releaf Hemp Oil



**\$7,398**

### Diggin Your Dog Pumpkin Supplement



**\$4,523**

SPINS PET DEPARTMENT TRENDS

# Pet Treat Forms

Form performance YTD in Unit % Change Vs. Year ago



Soft & Chewy



**-9.1%**

Dry



**-8.4%**

Dehydrated



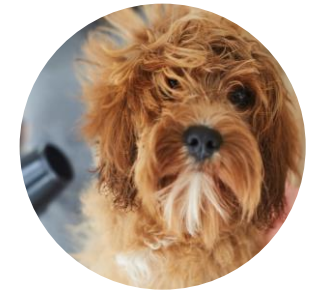
**-7.2%**

Freeze Dried



**+26.5%**

Liquid/Paste



**+32.2%**

## SPINS PET DEPARTMENT TRENDS

# Liquid/Paste Pet Treats Have Shown Strong Growth So Far This Year

Below are a few brands that have had the strongest absolute unit growth YTD



Fussie Cat



Catit



Boss Dog



PROTECTING YOUR PET

# 2023 Flea and Tick Season Update



IndiePet

Independent & Neighborhood  
Pet Retail Association

- CAPC reports the risk of acquiring Lyme disease in 2023 is elevated due to the expansive nature of the black-legged tick vector (*Ixodes scapularis*)
- Lyme disease is a high threat and continues to expand southward and westward outside of the historically high-risk areas in the Northeast and Upper Midwest
  - Higher-than-average seroprevalence predicted in northeastern Tennessee, western Michigan and Ohio
  - High-risk “hot spots” in northwestern and southwestern Michigan, and southern and northeastern Ohio
  - Higher-than-normal risk in North Dakota, northeastern South Dakota, Iowa, Illinois, and eastern Kentucky
  - The southward movement of Lyme is evident in the increasing risk in the Carolinas and Tennessee
  - Northern expansion into Canada, including southern regions of Ontario, Quebec and Manitoba, as well as on New Brunswick and Nova Scotia, due to increased Lyme detection in Canadian dogs.
- **Pets living in or traveling to these areas are considered at high risk**



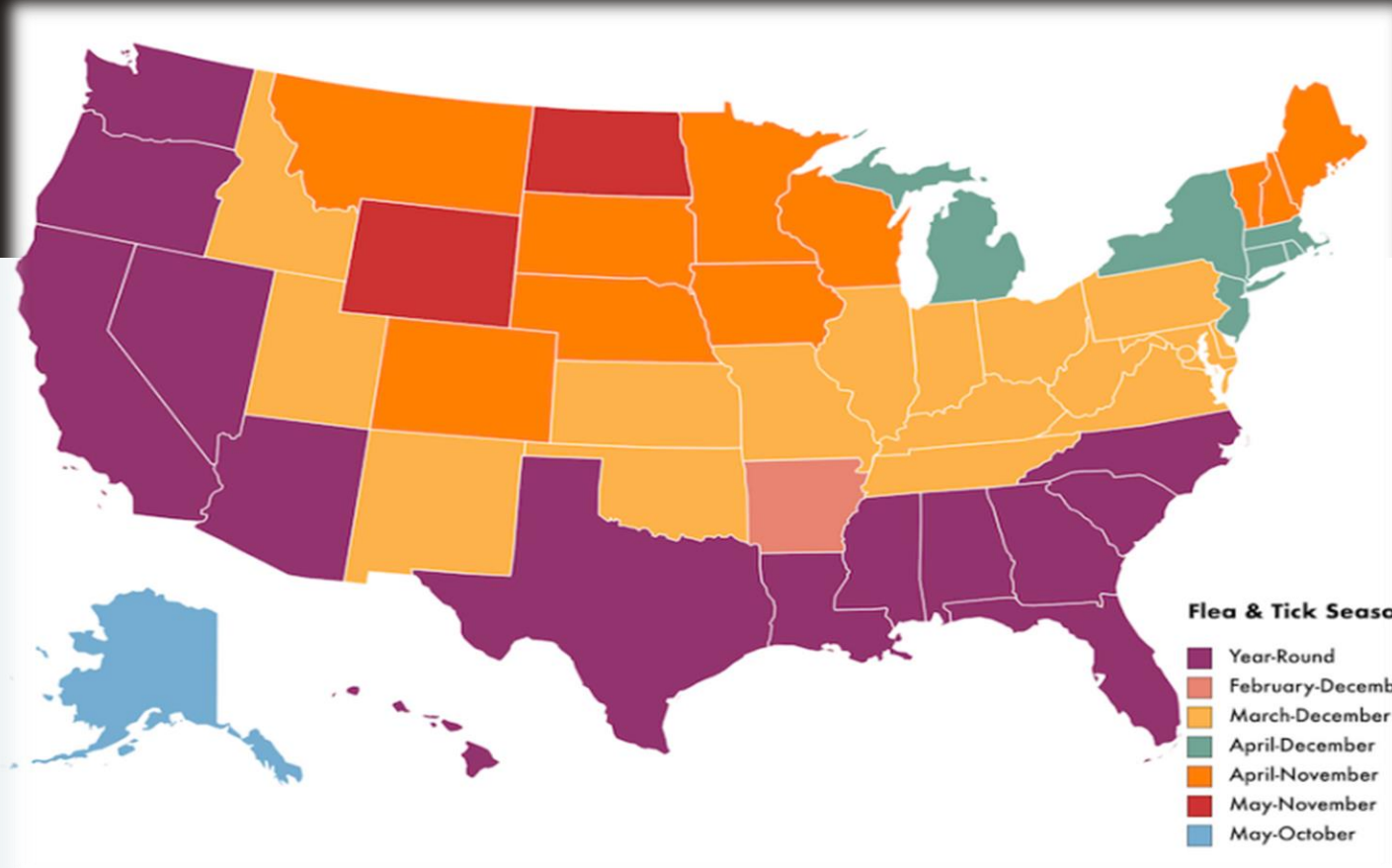


# PROTECTING YOUR PET Flea and Tick Seasonality Map



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Independent & Neighborhood  
Pet Retail Association



### Flea & Tick Season

- Year-Round
- February-December
- March-December
- April-December
- April-November
- May-November
- May-October

Please find additional Flea & Tick Maps in the appendix

SPINS PET DEPARTMENT TRENDS

# Top Performing Flea & Tick

Top performing NPI Flea & Tick items in SPINS Pet Channel by Product Type



**Earth Animal**  
Collar



**Wondercide**  
Spray



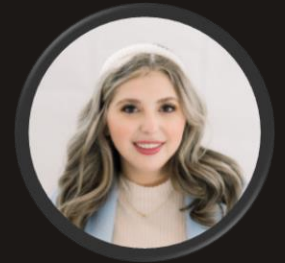
**Tropiclean**  
Shampoo



**Any questions? Please contact:**



Kyle Mener  
kmener@spins.com



Rachel Brobst  
rbrobst@spins.com

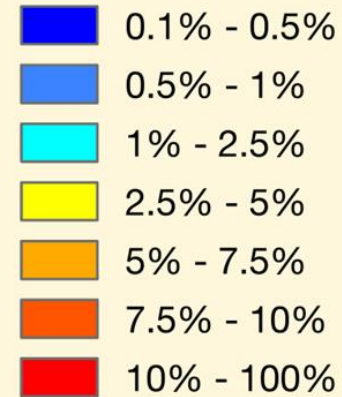
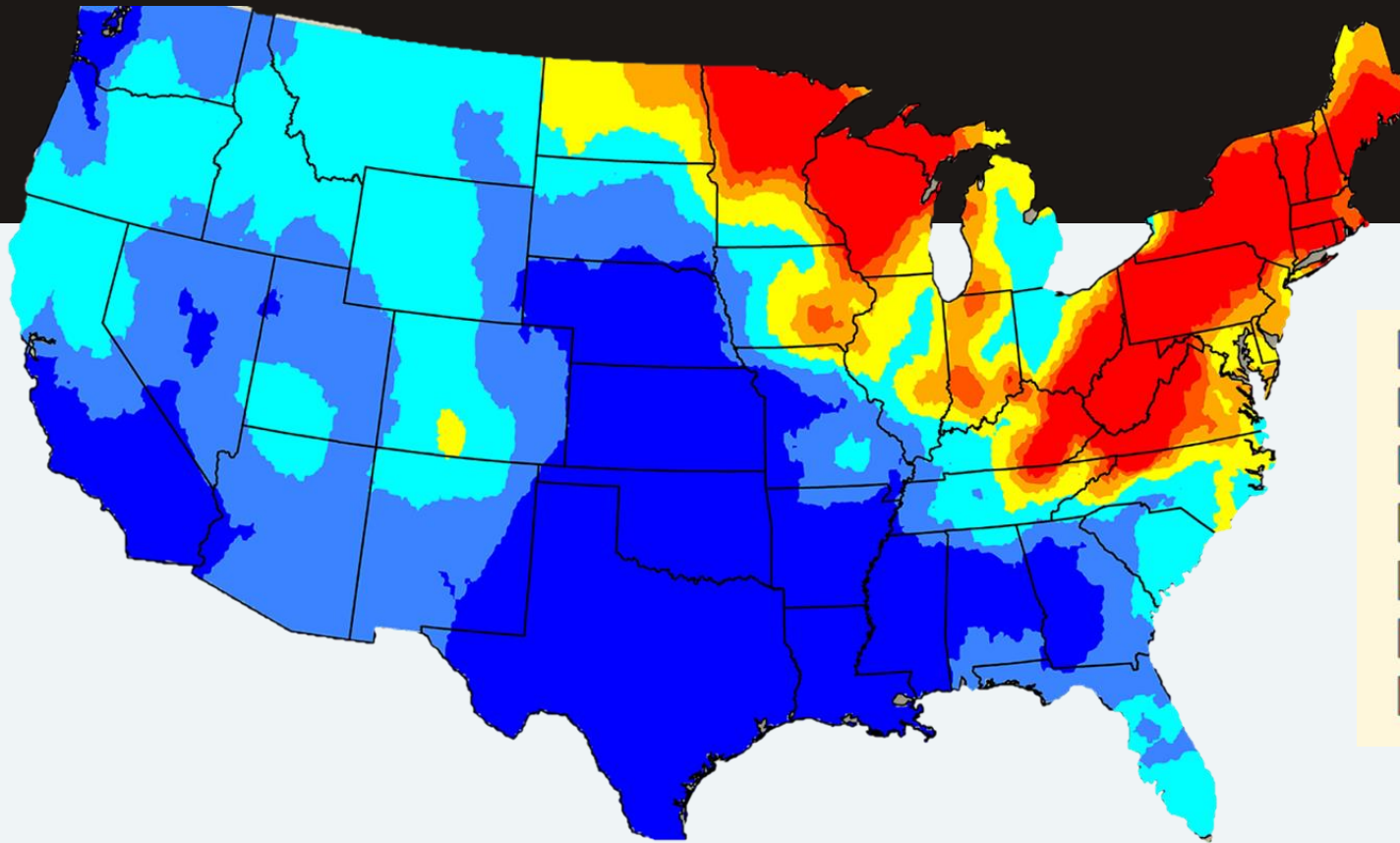
PROTECTING YOUR PET

# 2023 Total Season Forecasted Prevalence of Lyme Disease



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Pet Retail Association



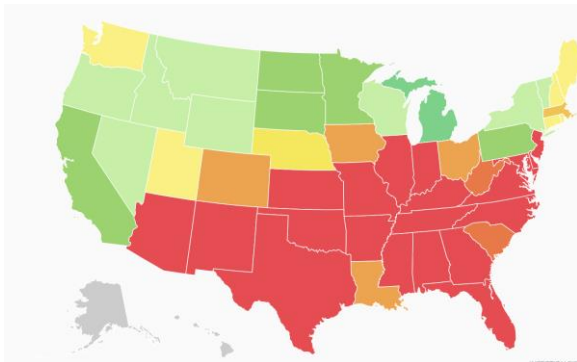
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# Regional Tick-Borne Disease Agent Forecast

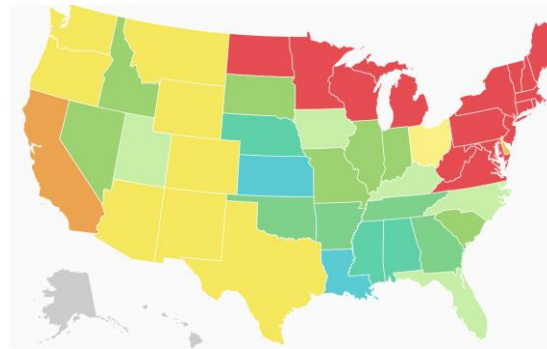
30 Day Pet Parasite Forecasting



## Ehrlichiosis



## Anaplasmosis



## Lyme Disease

