



# IndiePet Insights

November 2022

## **SPINS Pet Channel**

**Built for Independent Pet Retailers** 

#### Definition

- Pet stores carrying pet food and treats. These stores tend to focus on differentiated and locally sourced products
- Have multi-pet offerings with a strong focus on cat and/or dog owners
- Includes banners with 5-200 stores
- Represents about \$1.2B in total sales
- Encompasses approximately 1,100 stores

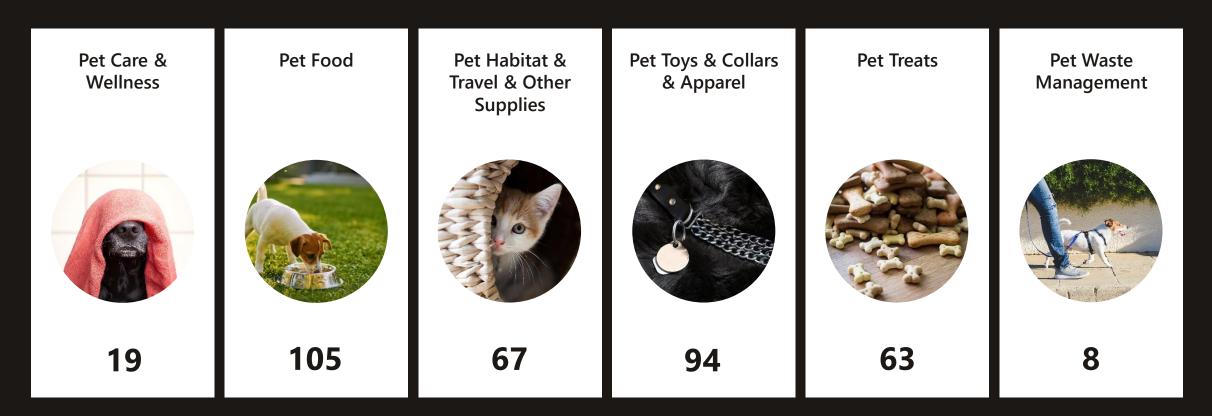




SPINS PET DEPARTMENT TRENDS

# How many new items have entered the SPINS pet channel in the last 12 weeks by category?





🎯 SPINS°

Source: SPINS Pet Channel 12 weeks Ending 10/02/2022

#### SPINS PET DEPARTMENT TRENDS Top Performing New Pet Food

Top performing pet food items new to the channel in the last 12 weeks by AVG weekly dollars





Wild Coast Raw Turkey

\$1,965



Rachel Ray Nutrish



Earths Best Bully Butter \$473

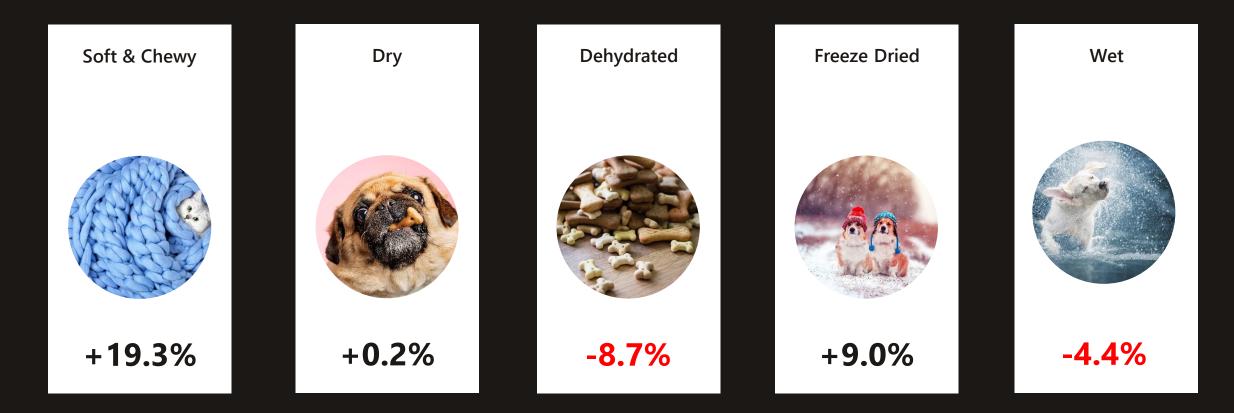


Source: SPINS Pet Channel 12 weeks Ending 10/02/2022

### SPINS PET DEPARTMENT TRENDS Pet Food Forms

Form performance YTD in Unit % Change Vs. Year ago





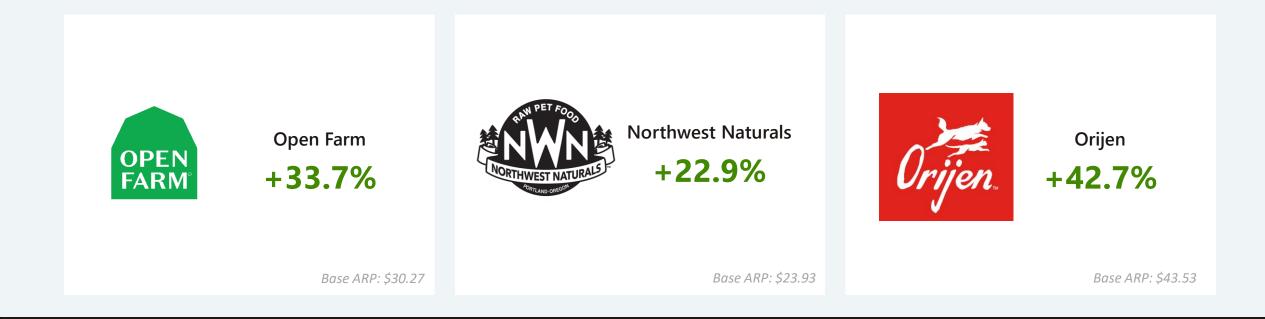


Source: SPINS Pet Channel YTD Ending 10/02/2022

#### SPINS PET DEPARTMENT TRENDS Top Performers in Freeze Dried Dog Food

Top performing pet food brands YTD in the SPINS Pet Channel



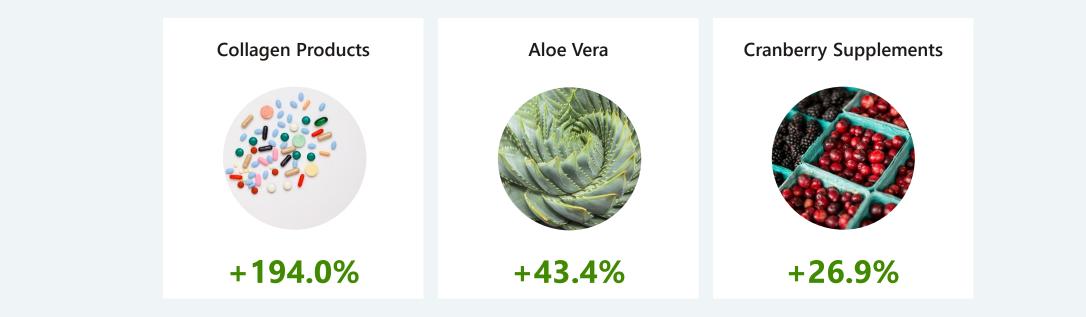




#### SPINS PET DEPARTMENT TRENDS What are the fastest growing functional ingredients?

Highest unit % change vs YAGO with at least \$100,000 in sales



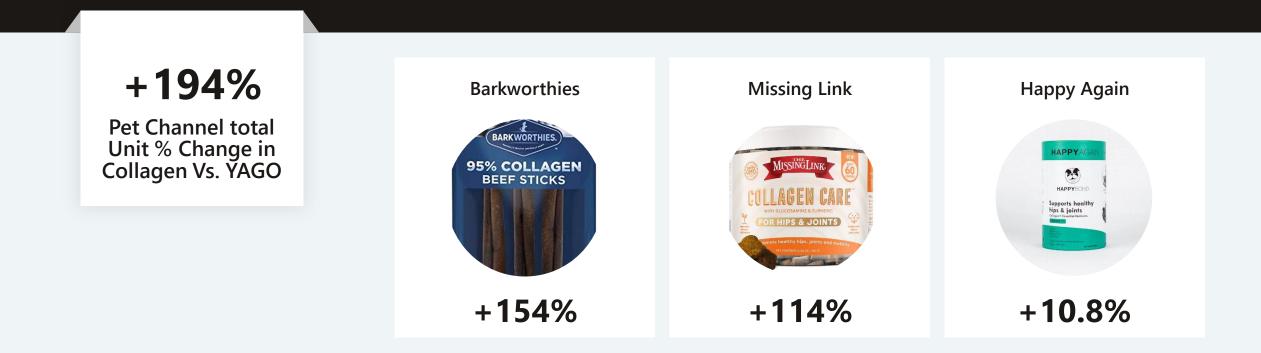


Source: SPINS Pet Channel YTD Ending 10/02/2022

#### SPINS PET DEPARTMENT TRENDS What Brands are Leading the Way in Collagen?



Brands with the highest unit % change vs YAGO with at least \$25,000 in sales





#### SPINS PET DEPARTMENT TRENDS Top Performers in Aloe Vera & Cranberry

Brands with the highest unit % change vs YAGO with at least \$25,000 in sales





#### Espree Aloe Vera +834%



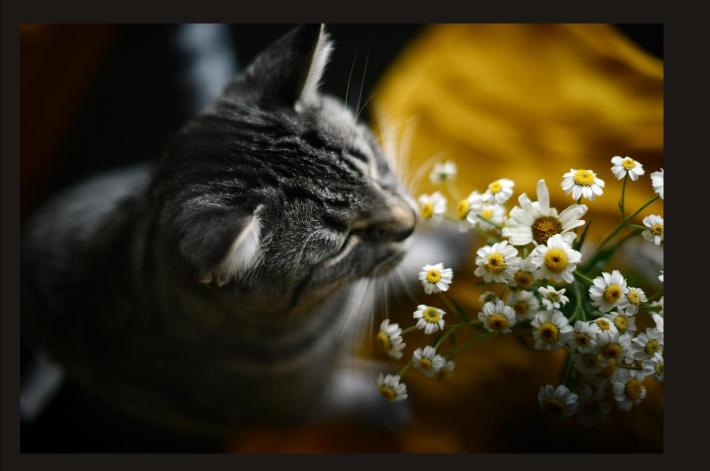
Naturvet Cranberry +35%



Source: SPINS Pet Channel YTD Ending 10/02/2022







#### Any questions? Please contact:



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