



IndiePet

Independent & Neighborhood  
Pet Retail Association

# INDIEPET INSIGHTS

POWERED BY



SPINS®



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# 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 items are unique to the SPINS pet channel Vs. Conventional Retail

Pet Care & Wellness



**1.38k**

Pet Food



**6.26k**

Pet Habitat & Travel & Other Supplies



**2.53k**

Pet Toys & Collars & Apparel



**5.65k**

Pet Treats



**3.18k**

Pet Waste Management



**547**

SPINS PET DEPARTMENT TRENDS

# Prices on the rise

Subcategories Base Average retail price change over 24 weeks



**+8.7%**

Pet Channel AVG  
ARP Increase over  
24 weeks

Pet Food Cat



**+10.6%**

Pet Treats Dog



**+10.4%**

Pet Treats Other



**+38.8%**

# SPINS PET DEPARTMENT TRENDS



Form performance over the last 52 weeks in Dollar % Change Vs. Year ago

Soft & Chewy



**+15%**

Dry



**+20%**

Dehydrated



**+83%**

Freeze Dried



**+284%**

Liquid & Paste



**+125%**

SPINS PET DEPARTMENT TRENDS

# Who is driving growth in CBD

High performing brands in Units % change over the last 52 weeks



Green Coast Pet



Green Coast Pet

**+113%**

Charlottes Web



CHARLOTTE'S WEB<sup>™</sup>  
STANLEY BROTHERS

**+97%**

Treatibles



treatibles<sup>®</sup>

**+63%**

## SPINS PET DEPARTMENT TRENDS

# Fresh on the scene in pet treats

Top performing pet treats to begin selling in the SPINS Pet Channel over the last 24 weeks



Primal Pet Food

**Stag Antler  
Treats**



Real Meat

**Lamb Jerky  
Treats**



Kiwi Kitchens

**Venison Trail  
Mix**



Questions?  
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