



INDIEPET INSIGHTS

POWERED BY SPINS

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



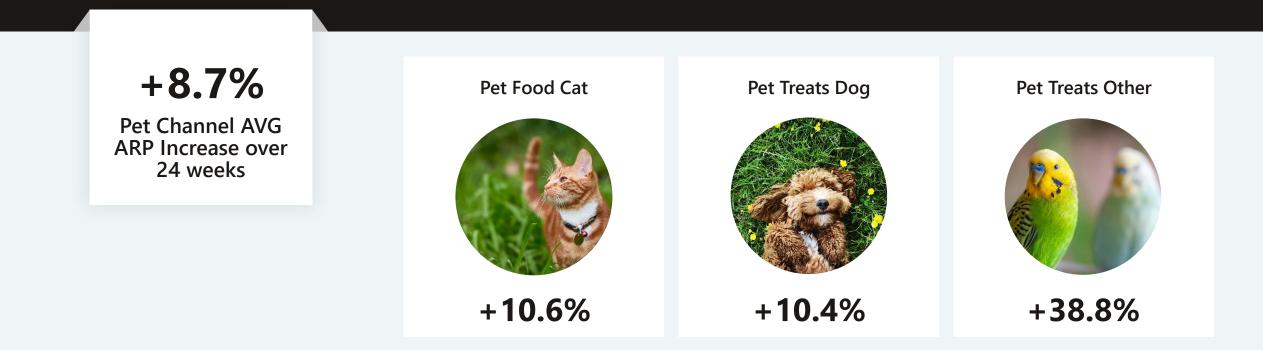




SPINS PET DEPARTMENT TRENDS Prices on the rise

Subcategories Base Average retail price change over 24 weeks



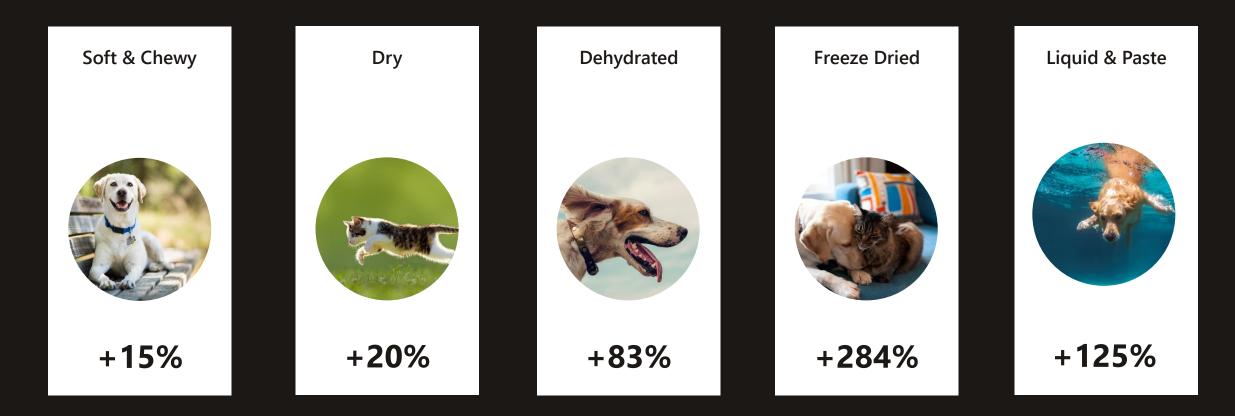




SPINS PET DEPARTMENT TRENDS



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





SPINS PET DEPARTMENT TRENDS Who is driving growth in CBD

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







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













Questions? Please contact Kyle Mener kmener@spins.com

