



# 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?



Pet Care & Wellness



19

Pet Food



105

Pet Habitat & Travel & Other Supplies



67

Pet Toys & Collars & Apparel



94

Pet Treats



63

Pet Waste Management



8

## 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

**\$673**



Earths Best Bully Butter

**\$473**

SPINS PET DEPARTMENT TRENDS

# Pet Food Forms

Form performance YTD in Unit % Change Vs. Year ago



Soft & Chewy



**+19.3%**

Dry



**+0.2%**

Dehydrated



**-8.7%**

Freeze Dried



**+9.0%**

Wet



**-4.4%**

SPINS PET DEPARTMENT TRENDS

# Top Performers in Freeze Dried Dog Food

Top performing pet food brands YTD in the SPINS Pet Channel



Open Farm  
**+33.7%**

Base ARP: \$30.27



Northwest Naturals  
**+22.9%**

Base ARP: \$23.93



Orijen  
**+42.7%**

Base ARP: \$43.53



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

SPINS PET DEPARTMENT TRENDS

# What are the fastest growing functional ingredients?

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



Collagen Products



**+194.0%**

Aloe Vera



**+43.4%**

Cranberry Supplements



**+26.9%**

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



**+194%**

Pet Channel total  
Unit % Change in  
Collagen Vs. YAGO

Barkworthies



**+154%**

Missing Link



**+114%**

Happy Again



**+10.8%**





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%**



**Any questions? Please contact:**



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