



America's Best Pet Care Brands

Concept

Newsweek

statista 

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Methodology – America’s Best Pet Care Brands 2021

Summary

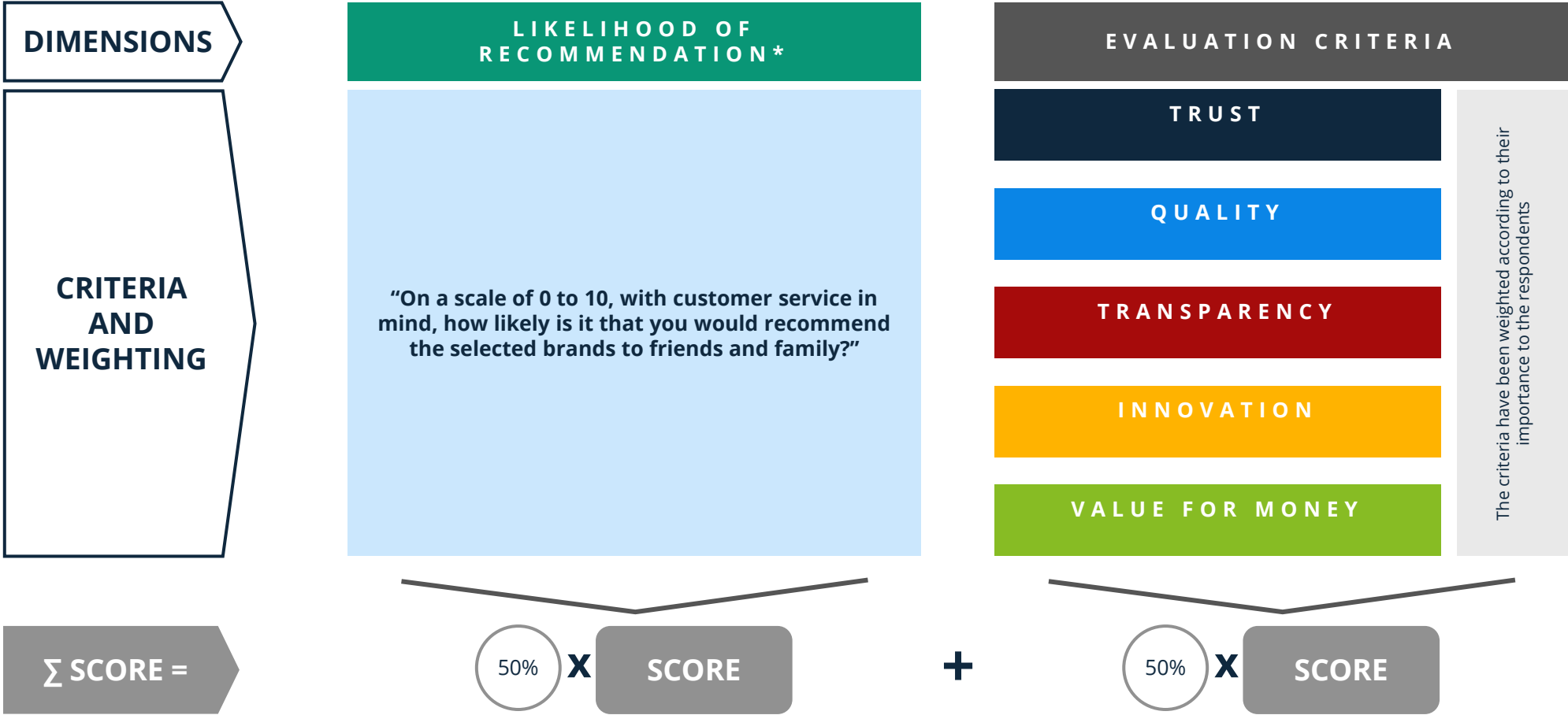
- The 2021 America’s Best Pet Care Brands rankings were identified from the results of an independent survey of almost **10,000 U.S. customers** who have either made purchases, used services, or gathered information about relevant products or services in the past three years. Customers evaluated several brands: in total more than **60,000 evaluations** were collected. The awarded brands each received **on average around 60 evaluations** from customers.
- The survey was conducted on retailers and service providers from **62 categories**, providing results for a broad-spectrum of product experiences in a wide variety of categories. For each category, the most relevant brands were included in the scope of the survey according to reputation, turnover or market share.
 - In the product categories availability in multiple (online) retail platforms or via their own US-based webshop are a basic requirement
 - In the brick-and-mortar categories, only retailers and service providers present in at least two census regions have been included in the list.
 - In the online categories, only retailers and service providers that are predominantly present online are eligible for the list.
 - For retailers and service providers with online presences and store networks, only the core business was taken into account.
- In total the survey took an average of 9-10 minutes to complete and the field period ran from April to June 2021.
- The final assessment and rankings were based on the **Likelihood of Recommendation** (50% of the final score) and five evaluation criteria (also 50% of the final score):
 1. **Trust:** measures whether the respondents trust that a brand is safe and effective for their pets.
 2. **Quality:** measures the overall quality of products/services received.
 3. **Transparency:** measures whether a brand provides the respondents with all necessary information regarding its products and services.
 4. **Innovation:** measures whether the brand continues to come out with new products or engaging marketing and communication.
 5. **Value for money:** measures the quality of product in relation to price paid for it.



The top 3-5 brands based on category size receiving the highest scores in each category were awarded as America’s Best Pet Care Brands 2021

Methodology – The likelihood of recommendation is most important for the final score

Overview



4 *Likelihood of recommendation is based on the Net Promoter, NPS et Net Promoter Score are registered trademarks of Satmetrix Systems, Inc., Bain & Company, and Fred Reichheld.

There are six evaluation criteria taken into account when evaluating a pet brand

All dimensions are weighted and evaluated from survey participants for holistic view of pet care quality

THE 6 PILLARS OF THE BEST PET CARE BRANDS



TRUST

e.g. you trust the brand that it is safe and effective for your pets



QUALITY

e.g. the quality of products received



TRANSPARENCY

e.g. the brand provides you with all necessary information regarding its products and services



INNOVATION

e.g. the brand continues to come out with products or engaging marketing and communication



VALUE FOR MONEY

e.g. combination of quality in relation to price paid for the product

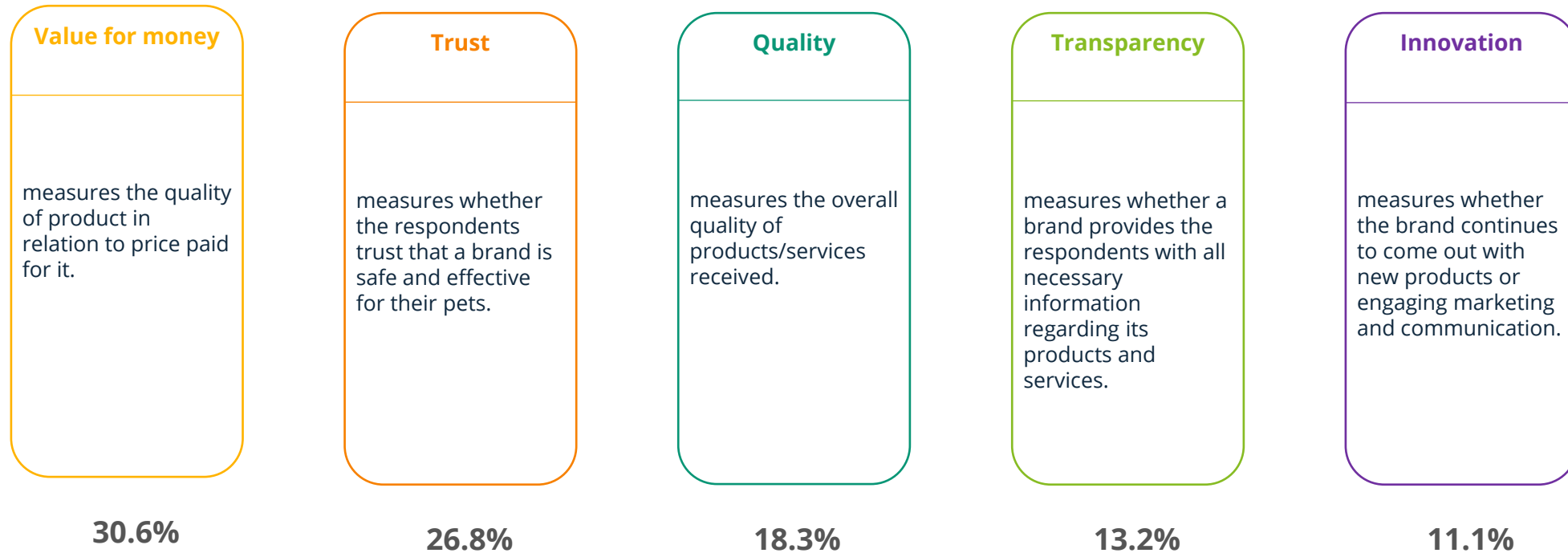


LIKELIHOOD OF RECOMMENDATION

e.g. willingness to further recommend brand based on full customer experience

Weighting of importance for 5 dimensions

Survey participants asked to rank each dimension of customer service by importance



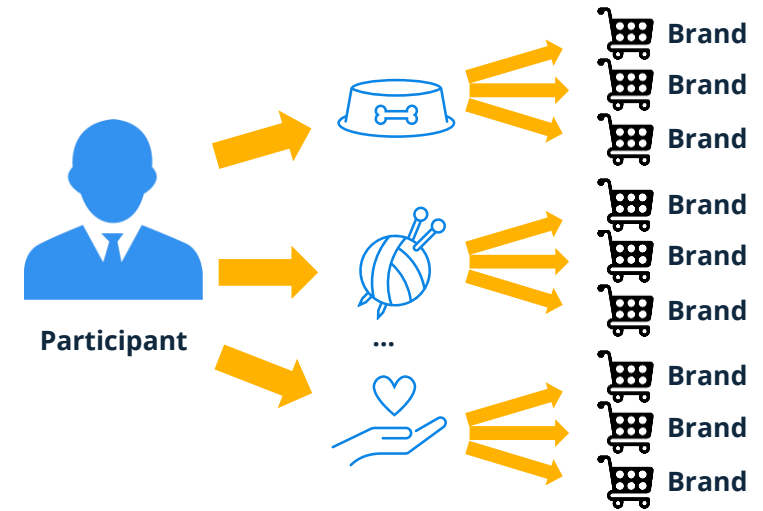
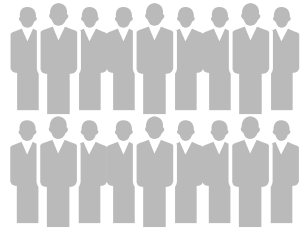
Weighting*

*The dimensions are weighted according to the importance of the 10,000 respondents for the recommendation of a brand. Displayed above are examples of criteria evaluated.
Q: When you think about customer service, which aspects do you find particularly important?

The analysis of the customer service is based on more than 60,000 customer evaluations

Overview

The survey was conducted using online access panels, providing a representative sample of ~10,000 American pet owners. Each of them gave an evaluation of several brands: in total more than 60,000 evaluations have been collected.



Online access panel

An online access panel is a sample group set up by a survey company and available for custom-built surveys. People register and agree to take part in online surveys.

~10,000 participants

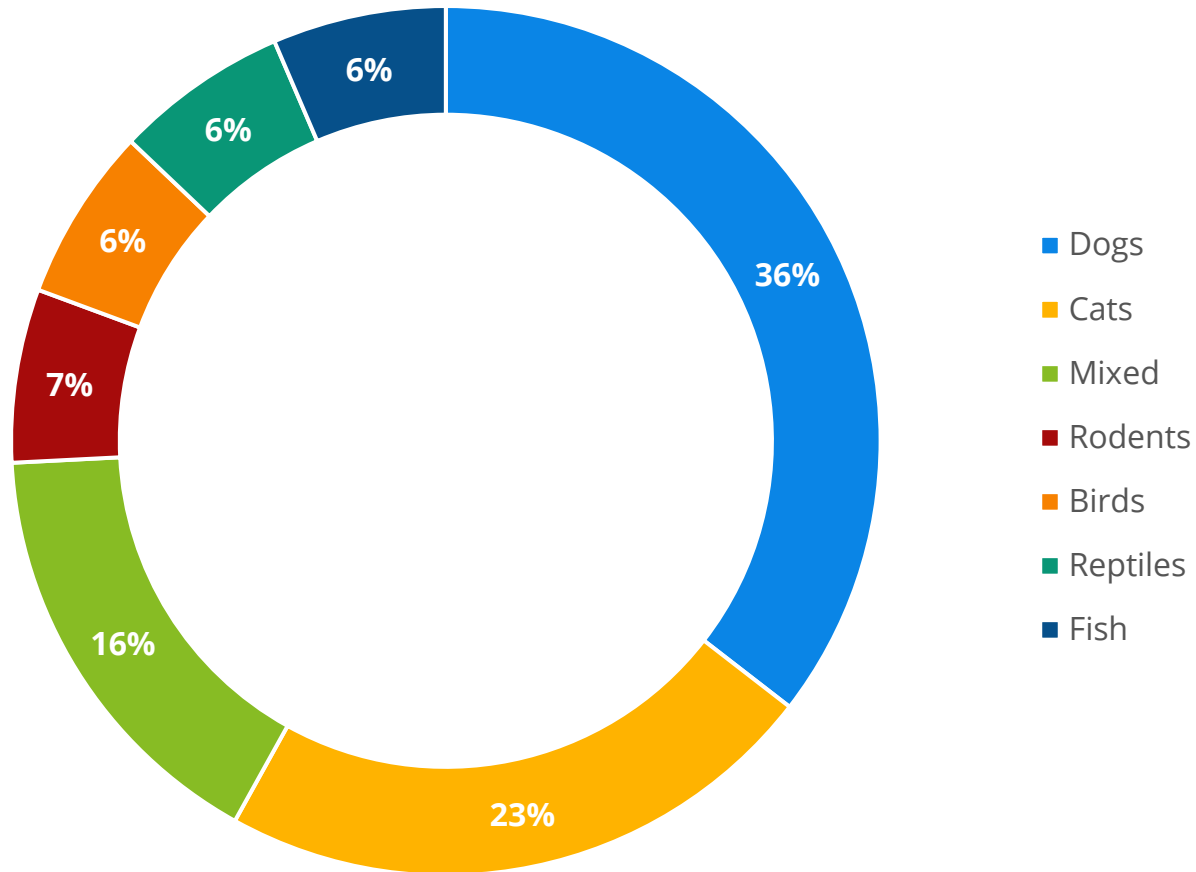
- ✓ Pet Owner
- ✓ Made a purchase, used a service or gathered information about a brand or product in the last 3 years

Survey

- ∅ The brands awarded will need to reach a threshold of recommendations to be valid for the ranking

The survey covers all types of animals

In total, 62 categories were surveyed across Dogs, Cats, Mixed, Rodents, Birds, Reptiles & Fish



Categories per animal type across Products, Retail, Services (1/2)

Each brand grouped by animal type



Dogs : 22 categories

Products

1. Food: 4
2. Accessories: 6
3. Furniture: 2
4. Care: 8

Services

1. Care: 2



Cats : 14 categories

Products

1. Food : 4
2. Accessories: 1
3. Furniture: 2
4. Care: 7

Mixed : 10 categories

Products (Cats & Dogs)

1. Accessories: 1
2. Furniture: 1
3. Care: 1

Retail (All animal types)

1. Offline: 1
2. Online: 2

Services (Cats & Dogs)

1. Health: 2
2. Care: 4

Categories per animal type across Products, Retail, Services (2/2)

Each brand grouped by animal type



Rodents : 4 categories

Products

1. Food: 2
2. Accessories: 1
3. Furniture: 1



Birds : 4 categories

Products

1. Food: 2
2. Accessories: 1
3. Furniture: 1



Reptiles : 4 categories

Products

1. Food: 1
2. Furniture: 2
3. Care: 1



Fish : 4 categories

Products

1. Food: 1
2. Furniture: 1
3. Care: 2

Categories ext. (1/3)

Each brand grouped by category



Products: Food

1. Dry
2. Wet
3. Treats
4. Rodent food
5. Kitten food
6. Puppy food
7. Fish food
8. Reptile food
9. Bird food



Products: Accessories

1. Toys
2. Crates
3. Collars
4. Leashes
5. Clothes
6. Boots and paw protectors



Products: Furnitures

1. Aquarium
2. Beds & sleep
3. Cages
4. Cat tree & scratcher
5. Heating & Lighting for terrariums
6. Perches, Swings & Playstands
7. Terrariums & Kits
8. Carriers & Travel products

Categories ext. (2/3)

Each brand grouped by category



Products: Care

1. Cleaning

- a. Aquarium filter
- b. Water care
- c. Classic litter for cats : boxes & accessories
- d. Self-cleaning litter for cats
- e. Cleaning supplies for reptiles
- f. Poop bags & dispensers
- g. Pads
- h. Odor & Stain removers

2. Pharmacy

- a. Heartworm
- b. Digestive Support
- c. Eye, ear, dental care
- d. Flea and tick control

3. Grooming

- a) Shampoos & conditioners
- b) Hair accessories

Categories ext. (3/3)

Each brand grouped by category



Retail: Online & Offline

1. Offline
 - a. Pet stores
2. Online
 - a. Pet stores
 - b. Pharmacies



Services: Health & Care

1. Health
 - a. Insurances
 - b. Clinics
2. Care
 - a) Grooming salons
 - b) Pets Hotels & Boarding kennels
 - c) Adoption
 - d) Day Camp & Day care
 - e) Trainings
 - f) Pet sitting websites