



America's Best Petcare Brands 2022

Methodology

Newsweek

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Methodology – America’s Best Petcare Brands 2022

Summary

- The 2022 America’s Best Petcare Brands rankings were identified from the results of an independent survey of over **20,000 U.S. pet owners** who have either made purchases, used services, or gathered information about relevant products or services in the past three years. Respondents evaluated several brands: in total more than **100,000 evaluations** were collected. The awarded brands each received **on average 60 evaluations each** from respondents.
- The survey was conducted on retailers and service providers from **68 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 web shop 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 an online presence and store networks, only the core business was considered.
- In total, the survey took an average of 9-10 minutes to complete, and the field period ran from May to June 2022; we also considered evaluations from last year’s survey for America’s Best Petcare Brands 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 Petcare Brands 2022

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

Overview



3 *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.

Six evaluation criteria were considered when evaluating a pet brand

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

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

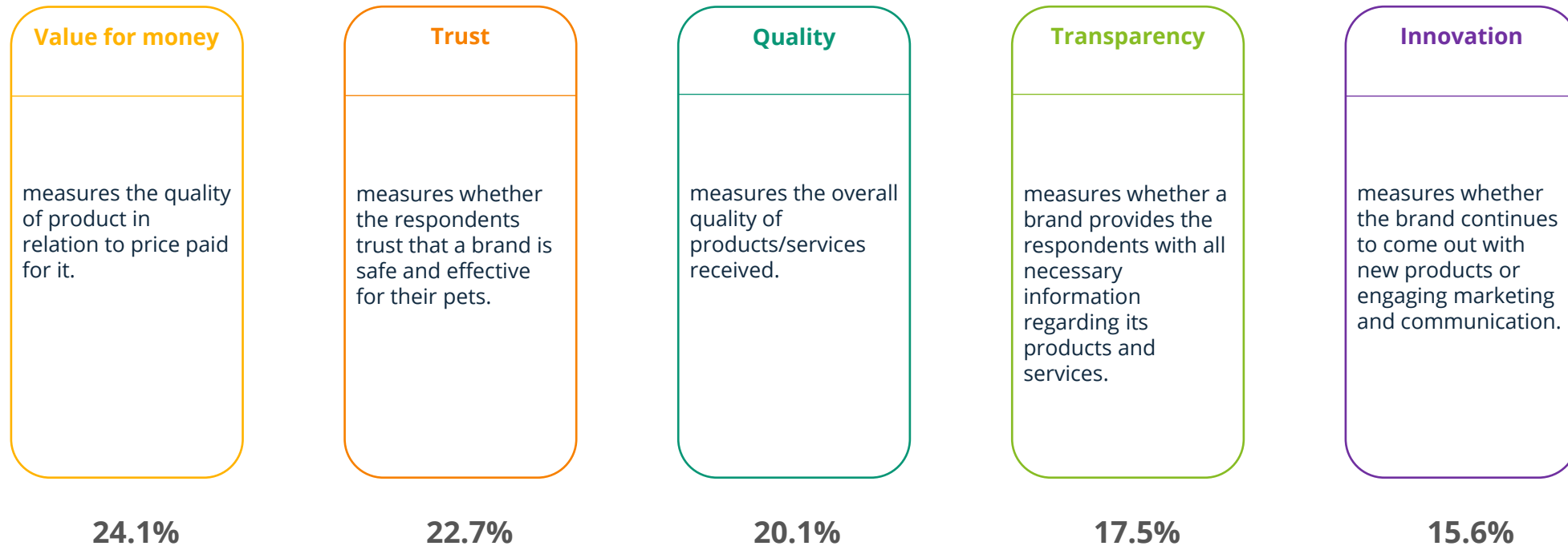


LIKELIHOOD OF RECOMMENDATION

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

Importance weighting of 5 dimensions

Survey participants asked to rank each dimension of pet care brands by importance



Weighting*

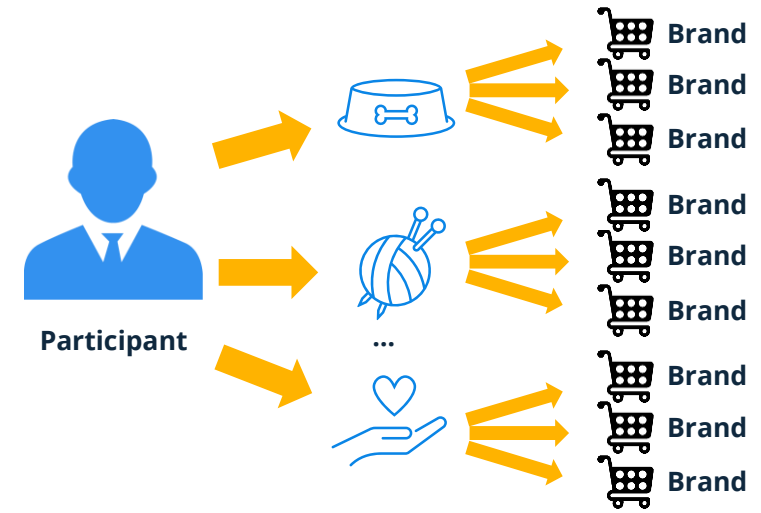
*The dimensions are weighted according to the importance of the 20,000 respondents Likelihood of recommendation of a brand. Displayed above are examples of criteria evaluated.

Q: When you think about pet care products and services, which aspects do you find particularly important?

The analysis of the pet care is based on more than 100,000 pet owner evaluations

Overview

The survey was conducted using online access panels, providing a representative sample of ~20,000 American pet owners. Each of them gave an evaluation of several brands: in total more than 100,000 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.

~20,000 participants

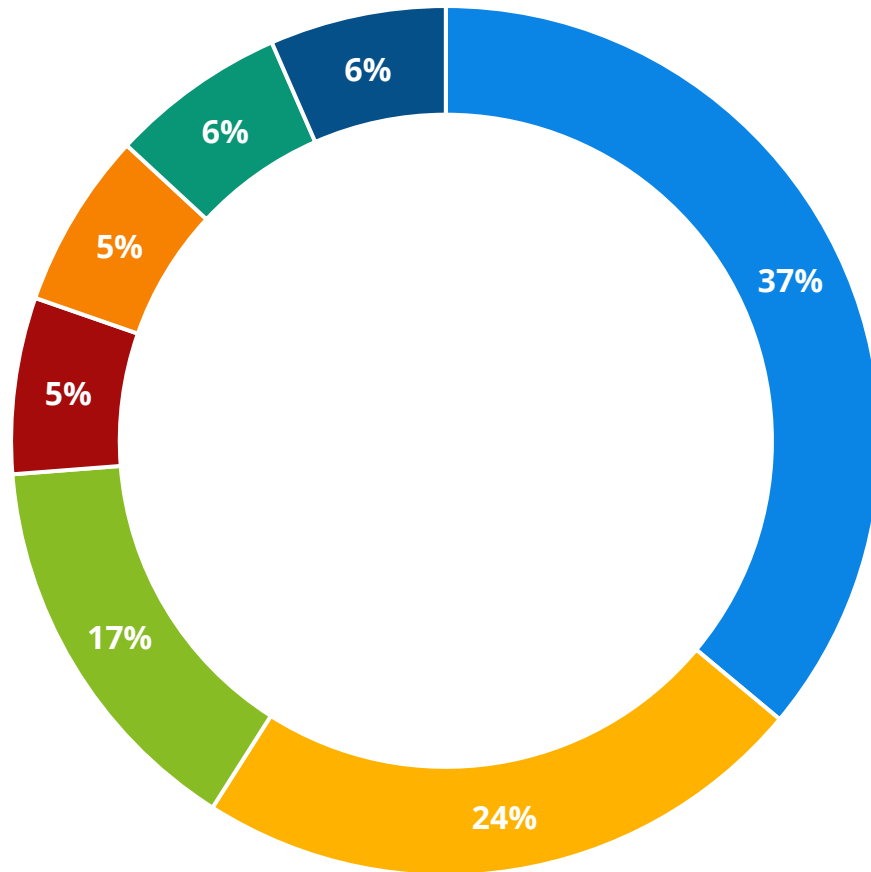
- ✓ Pet Owner
- ✓ Made a purchase, used a service or gathered information about a brand or product in the last 3 years

Survey

- ∅ The brands awarded were required to reach a threshold of evaluations to be valid for the ranking

The survey covers all types of animals

In total, 68 categories were surveyed across Dogs, Cats, Mixed, Rodents, Birds, Reptiles & Fish



- Dogs
- Cats
- Mixed
- Rodents
- Birds
- Reptiles
- Fish



Most categories are relevant for dog and/or cat owners.

Dog and/or cat owners also make up the majority of our sample.

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

Each brand grouped by animal type



Dogs : 24 categories

Products

1. Food: 4
2. Accessories: 6
3. Furniture: 3
4. Care: 9

Services

1. Care: 2



Cats : 16 categories

Products

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

Mixed : 11 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: 3

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

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The rankings are comprised exclusively of pet care brands that are eligible regarding the scope described in this document. A mention in the ranking is a positive recognition based on peer recommendations and publicly available data sources at the time. The ranking is the result of an elaborate process which, due to the interval of data-collection and analysis, reflects the last three calendar years. Furthermore, events following the May 31st, 2022, and/or pertaining to individual persons affiliated/associated to the pet care brands were not included in the metrics. As such, the results of this ranking should not be used as the sole source of information for future deliberations. The information provided in this ranking should be considered in conjunction with other available information about pet care brands. The quality of pet care brands that are not included in the rankings is not disputed.

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