America’s Best Pet Care Brands

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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 61 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

**Overview**

**Methodology**

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

\[
\sum \text{SCORE} = 50\% \times \text{SCORE} + 50\% \times \text{SCORE}
\]

**Likelihood of Recommendation**

“On a scale of 0 to 10, with customer service in mind, how likely is it that you would recommend the selected brands to friends and family?”

**Evaluation Criteria**

- **Trust**
- **Quality**
- **Transparency**
- **Innovation**
- **Value for Money**

The criteria have been weighted according to their importance to the respondents.

*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 a 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

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

**Value for Money**
- e.g. combination of quality in relation to price paid for the product

**Quality**
- e.g. the quality of products received

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

**Likelihood of Recommendation**
- e.g. willingness to further recommend the brand based on full customer experience
Survey participants asked to rank each dimension of customer service by importance

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Weighting*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value for money</td>
<td>30.6%</td>
</tr>
<tr>
<td>Trust</td>
<td>26.8%</td>
</tr>
<tr>
<td>Quality</td>
<td>18.3%</td>
</tr>
<tr>
<td>Transparency</td>
<td>13.2%</td>
</tr>
<tr>
<td>Innovation</td>
<td>11.1%</td>
</tr>
</tbody>
</table>

*The dimensions are weighted according to the importance of the 10,000 respondents Likelihood of 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

Ø 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, 61 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

<table>
<thead>
<tr>
<th><strong>Dogs</strong>: 22 categories</th>
<th><strong>Cats</strong>: 14 categories</th>
<th><strong>Mixed</strong>: 9 categories</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Products</strong></td>
<td><strong>Products</strong></td>
<td><strong>Products (Cats &amp; Dogs)</strong></td>
</tr>
<tr>
<td>1. Food: 4</td>
<td>1. Food: 4</td>
<td>1. Accessories: 1</td>
</tr>
<tr>
<td>3. Furniture: 2</td>
<td>3. Furniture: 2</td>
<td>3. Care: 1</td>
</tr>
<tr>
<td>4. Care: 8</td>
<td>4. Care: 7</td>
<td><strong>Retail (All animal types)</strong></td>
</tr>
<tr>
<td><strong>Services</strong></td>
<td><strong>Services (Cats &amp; Dogs)</strong></td>
<td></td>
</tr>
<tr>
<td>1. Care: 2</td>
<td>1. Health: 1</td>
<td>1. Offline: 1</td>
</tr>
<tr>
<td></td>
<td>2. Care: 4</td>
<td>2. Online: 2</td>
</tr>
</tbody>
</table>
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