



The State of the Consumer Goods Industry Report: Pet

Use this report to capitalize on pet care trends to inform your pet product growth strategy.

Vertical	Vertical Name
Market	Total FMCG Retailers ▾
Time Period	Latest 13 Weeks ▾ ending mm/dd/yyyy
Comparison	Prior Period ▾

Top Changing Brands									
Top 25 Brands based on \$ Change	\$ Sales	% Change vs Prior Period	\$ Share of Department	Share Point Change vs Prior Period	Units	% Change vs Prior Period	Average Price	% Change vs Prior Period	
Brand 1	\$130,487,793	0.6%	1.8%	0.0	15,341,487	-0.8%	\$8.51	1.4%	
Brand 2	\$2,091,977,947	4.9%	28.4%	0.5	643,848,130	0.9%	\$3.25	4.0%	
Brand 3	\$386,544,437	6.0%	5.2%	0.1	52,627,906	8.1%	\$7.34	-2.0%	
Brand 4	\$191,130,849	7.6%	2.6%	0.1	18,558,374	-1.3%	\$10.30	9.0%	
Brand 5	\$76,046,722	-0.4%	1.0%	0.0	8,553,981	2.5%	\$8.89	-2.8%	
Brand 6	\$156,629,307	3.0%	2.1%	0.0	58,100,017	-2.6%	\$2.70	5.7%	

Top Changing Attributes										
Top 10 Attributes based on \$ Change		\$ Sales	% Change vs Prior Period	\$ Share of Department	Share Point Change vs Prior Period	Units	% Change vs Prior Period	Average Price	% Change vs Prior Period	
Grain Free	Grain Free	\$1,297,656,948	1.8%	17.6%	-0.2	198,543,980	2.3%	\$6.54	-0.5%	
Flavor	Multi Flavor Pack	\$661,932,134	5.1%	9.0%	0.2	57,609,796	3.8%	\$11.49	1.2%	
Flavor	Chicken	\$2,621,377,326	4.7%	35.6%	0.5	496,325,501	0.5%	\$5.28	4.1%	
Flavor	Poultry	\$32,054,789	-5.9%	0.4%	0.0	8,821,866	-1.5%	\$3.63	-4.5%	
Natural	Natural	\$2,630,337,366	4.4%	35.7%	0.4	324,065,914	4.2%	\$8.12	0.2%	
Gluten Free	Gluten Free	\$428,201,827	1.8%	5.8%	-0.1	38,986,994	1.2%	\$10.98	0.5%	

Super Category Trends									
Super Category	\$ Sales	% Change vs Prior Period	\$ Share of Department	Share Point Change vs Prior Period	Units	% Change vs Prior Period	Average Price	% Change vs Prior Period	
Super Category 1	\$3,292,271,172	4.9%	89.4%	1.5	1,454,838,831	1.3%	\$4.53	3.5%	
Super Category 2	\$661,337,528	1.8%	9.0%	-0.1	67,664,073	1.3%	\$9.77	0.5%	
Super Category 3	\$8,720,797	16.4%	0.1%	0.0	1,748,712	16.3%	\$4.99	0.1%	
Super Category 4	\$110,654,638	-46.3%	1.5%	-1.4	6,636,382	-46.6%	\$16.67	0.5%	

Category Trends									
Category	\$ Sales	% Change vs Prior Period	\$ Share of Department	Share Point Change vs Prior Period	Units	% Change vs Prior Period	Average Price	% Change vs Prior Period	
Category 1	\$1,337,571	-7.7%	0.0%	0.0	341,521	-3.4%	\$3.92	-4.5%	
Category 2	\$301,363	180.4%	0.0%	0.0	79,190	162.0%	\$3.81	7.0%	

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