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# Best-Seller Performance Report

C A T E G O R Y

**Dry Dog Food**



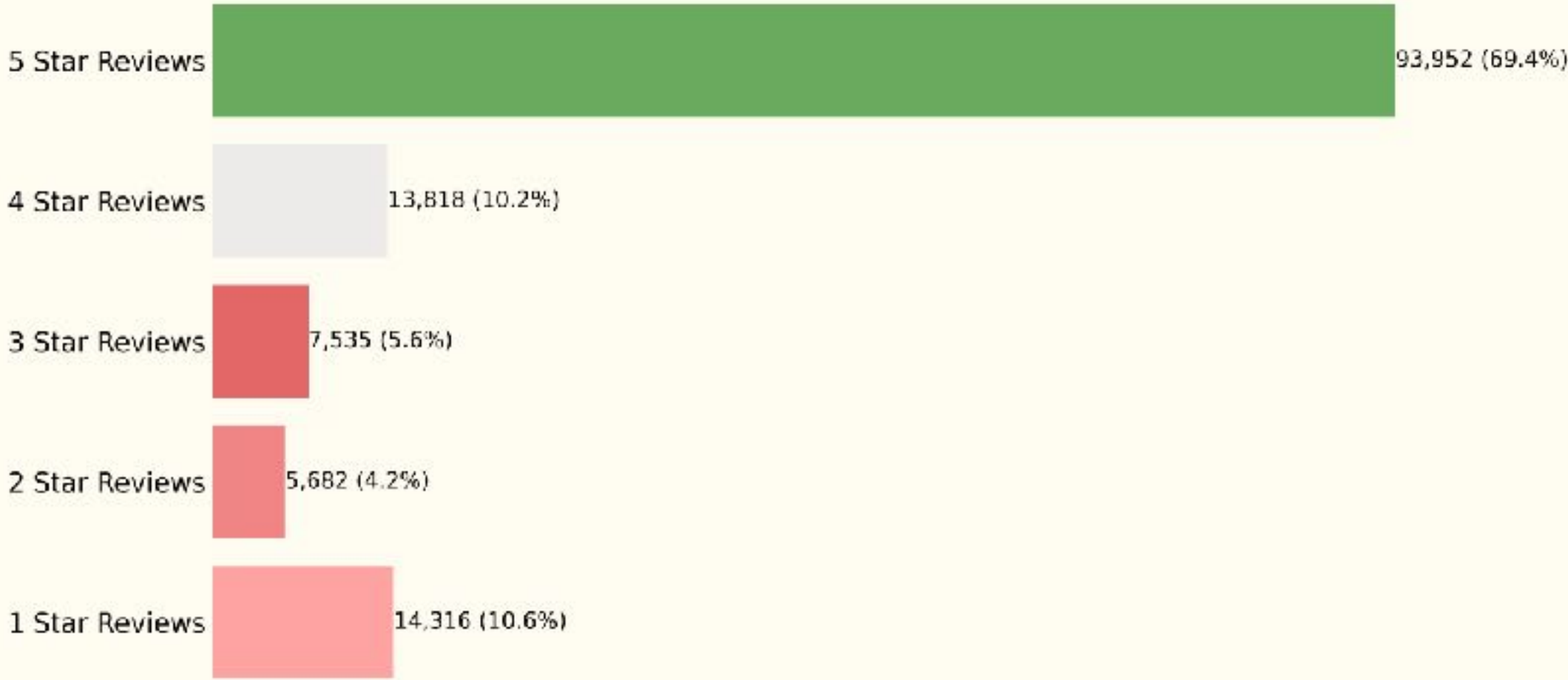


# 135,000+

**online reviews analyzed!**

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# Online Customer Reviews Analysis : *Dry Dog Food* - **Category Metrics**

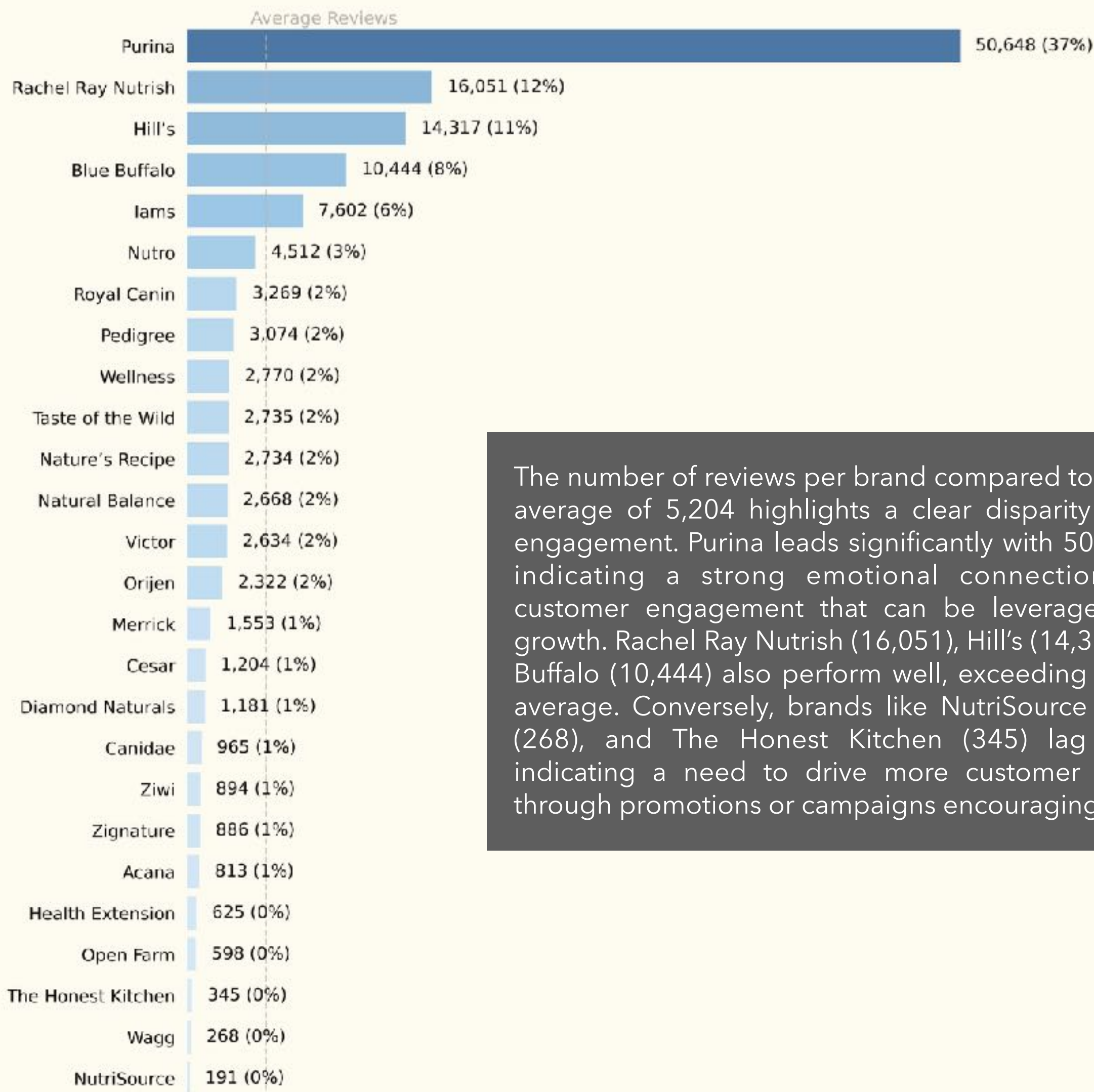


Analysis of online customer reviews for dry dog food reveal an average rating of 4.26 out of 5 from a total of 135,303 reviews. Among these, 10.6% were 1-star reviews, 4.2% were 2-star reviews, and 5.6% were 3-star reviews. Positive feedback was prominent, with 10.2% of reviews being 4-star and a significant 69.4% being 5-star. The calculated percent NPS stands at 49.09%, indicating a strong overall customer satisfaction level. Despite the high percentage of top ratings, the combined 20.4% of lower ratings suggests there is still some room for improvement in customer experience.



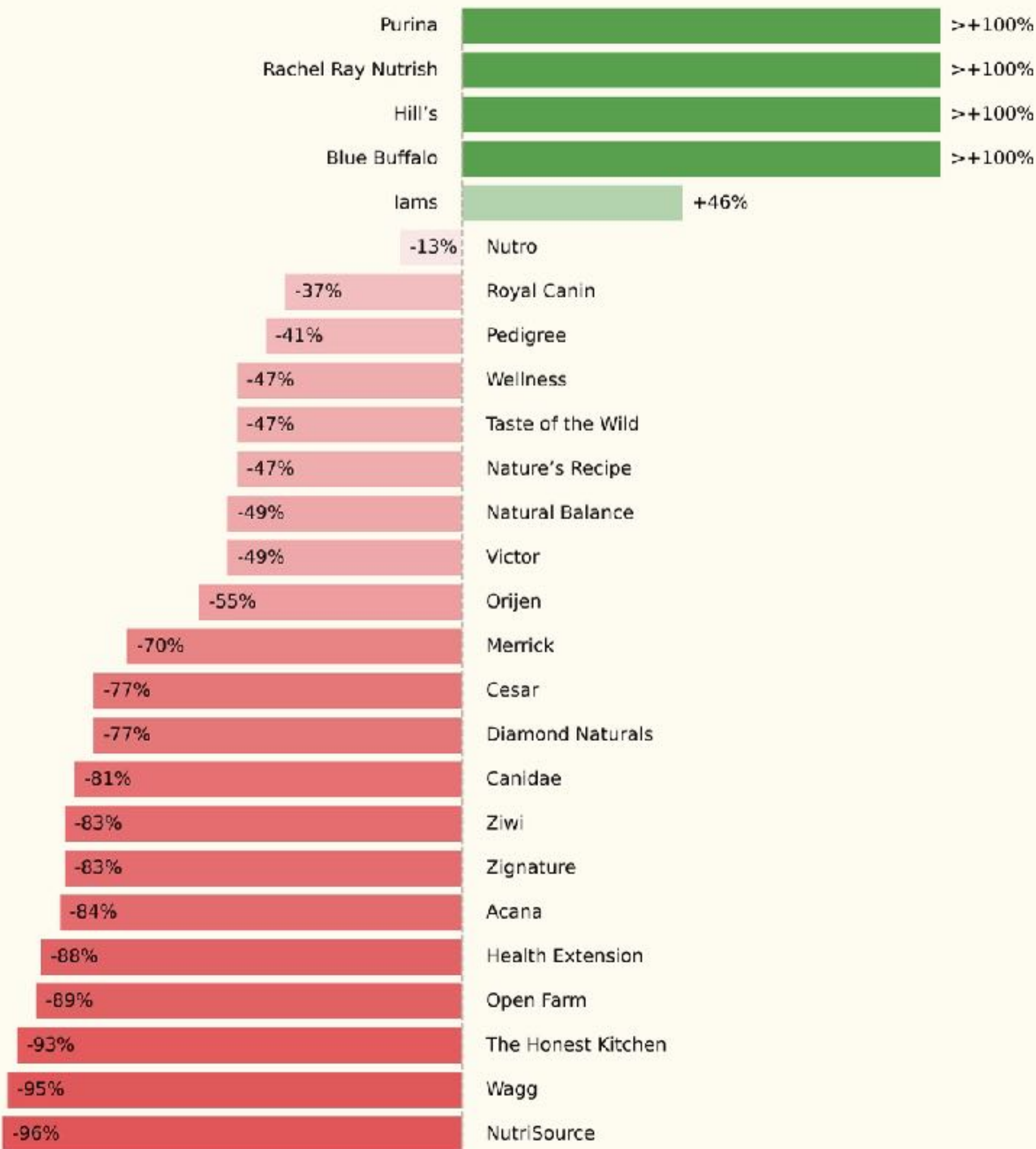
# Online Customer Reviews Analysis : *Dry Dog Food* - Number of Reviews by Brand

Number of Reviews by Brand



The number of reviews per brand compared to the category average of 5,204 highlights a clear disparity in customer engagement. Purina leads significantly with 50,648 reviews, indicating a strong emotional connection and high customer engagement that can be leveraged for future growth. Rachel Ray Nutrish (16,051), Hill's (14,317), and Blue Buffalo (10,444) also perform well, exceeding the category average. Conversely, brands like NutriSource (191), Wagg (268), and The Honest Kitchen (345) lag far behind, indicating a need to drive more customer engagement through promotions or campaigns encouraging reviews.

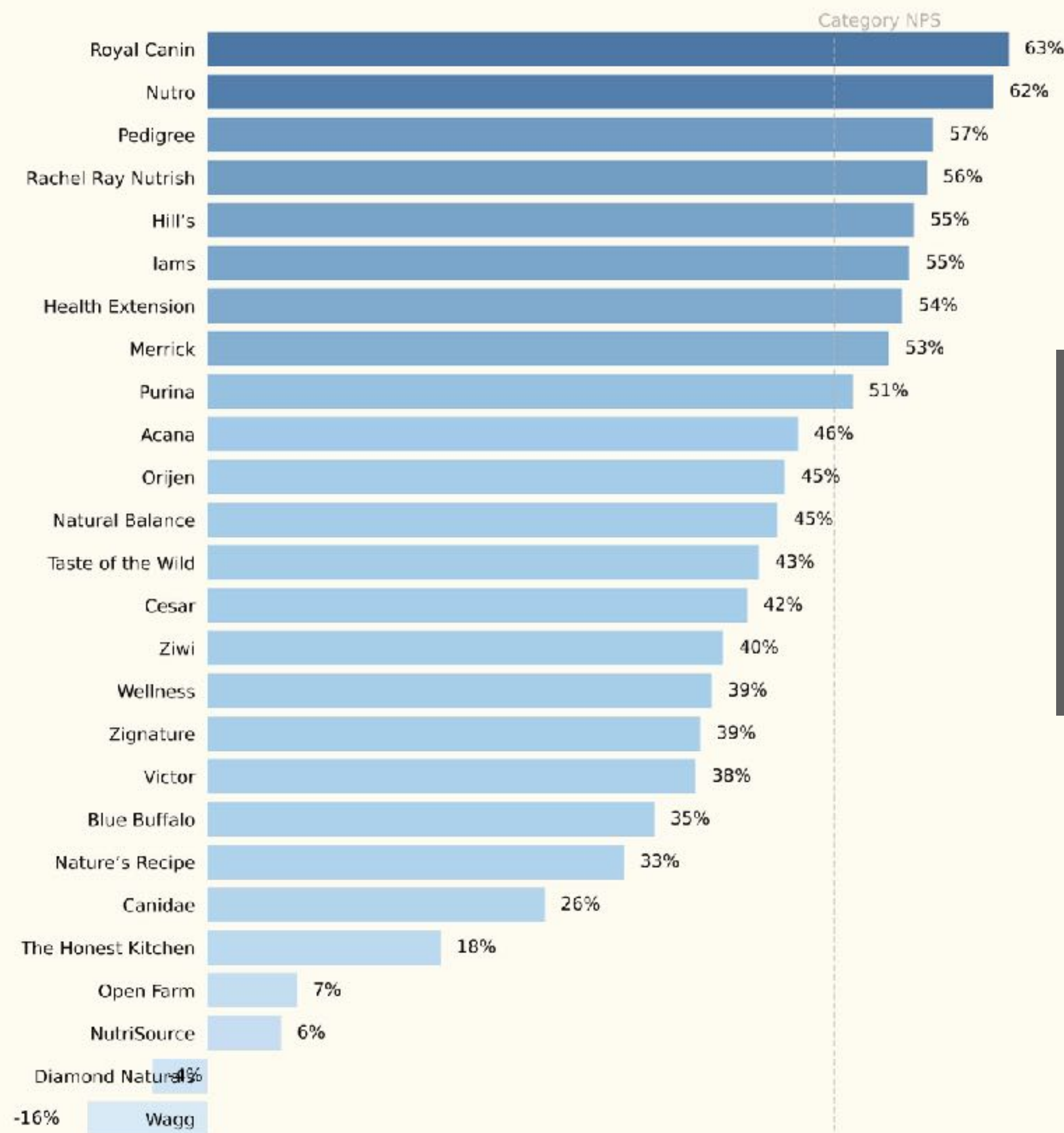
% Difference from Average Number of Reviews by Brand



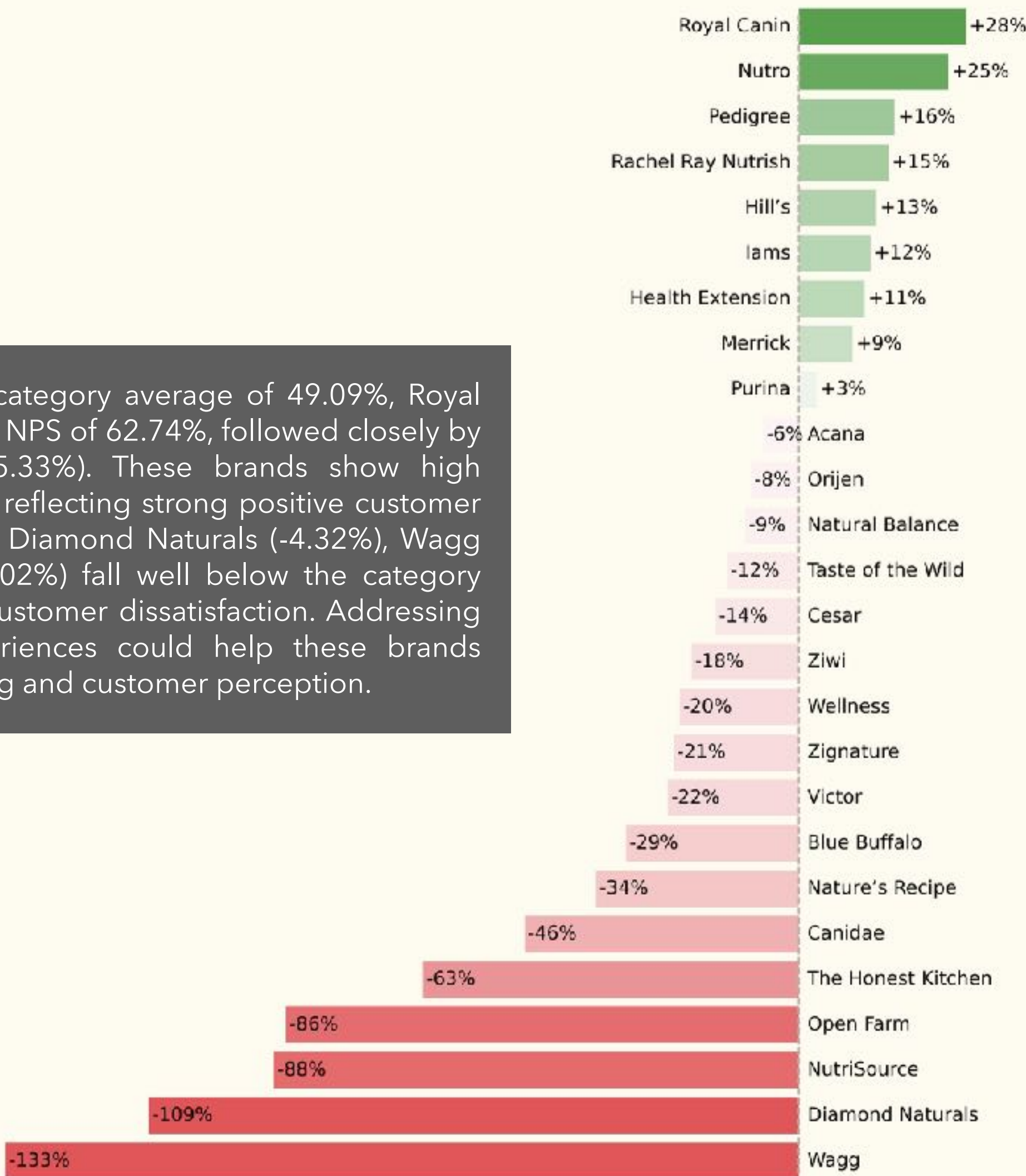


# Online Customer Reviews Analysis : *Dry Dog Food* - **Online Reviews NPS by Brand**

Online Reviews NPS by Brand



% Difference from Category Online Reviews NPS by Brand



When comparing NPS to the category average of 49.09%, Royal Canin stands out with a leading NPS of 62.74%, followed closely by Nutro (61.55%) and Hill's (55.33%). These brands show high customer loyalty and goodwill, reflecting strong positive customer sentiment. On the other hand, Diamond Naturals (-4.32%), Wagg (-16.42%), and Open Farm (7.02%) fall well below the category average, signaling significant customer dissatisfaction. Addressing key drivers of negative experiences could help these brands improve their market positioning and customer perception.

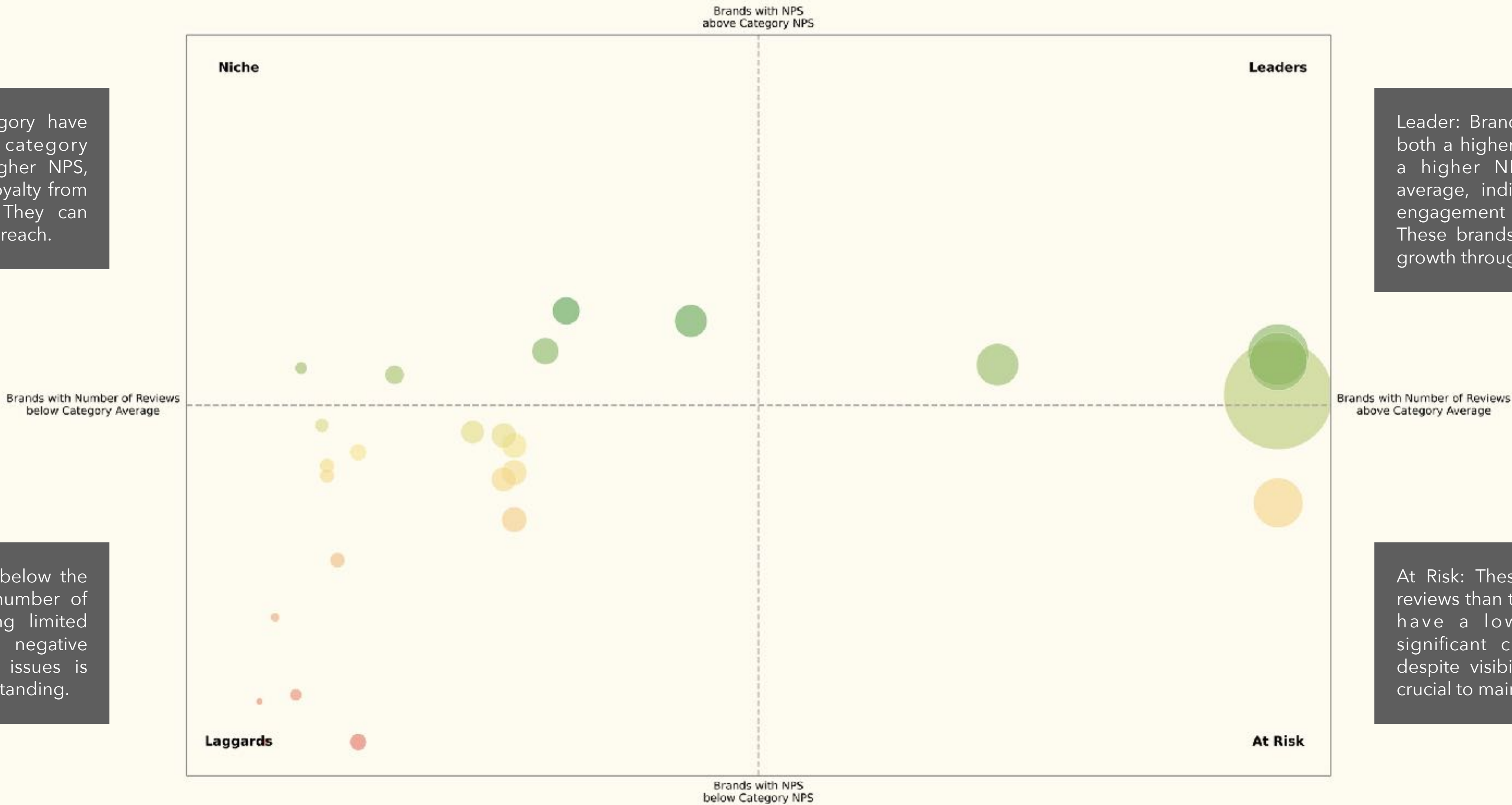
# Online Customer Reviews Analysis : *Dry Dog Food* - **Feedback Matrix**

Niche: Brands in this category have fewer reviews than the category average but maintain a higher NPS, reflecting strong customer loyalty from a smaller customer base. They can benefit from expanding their reach.

Leader: Brands in this segment have both a higher number of reviews and a higher NPS than the category average, indicating strong customer engagement and positive sentiment. These brands are well-positioned for growth through customer loyalty.

Laggard: These brands fall below the category average in both number of reviews and NPS, indicating limited customer engagement and negative sentiment. Addressing key issues is essential to improve market standing.

At Risk: These brands receive more reviews than the category average but have a lower NPS, indicating significant customer dissatisfaction despite visibility. Corrective action is crucial to maintain market share.

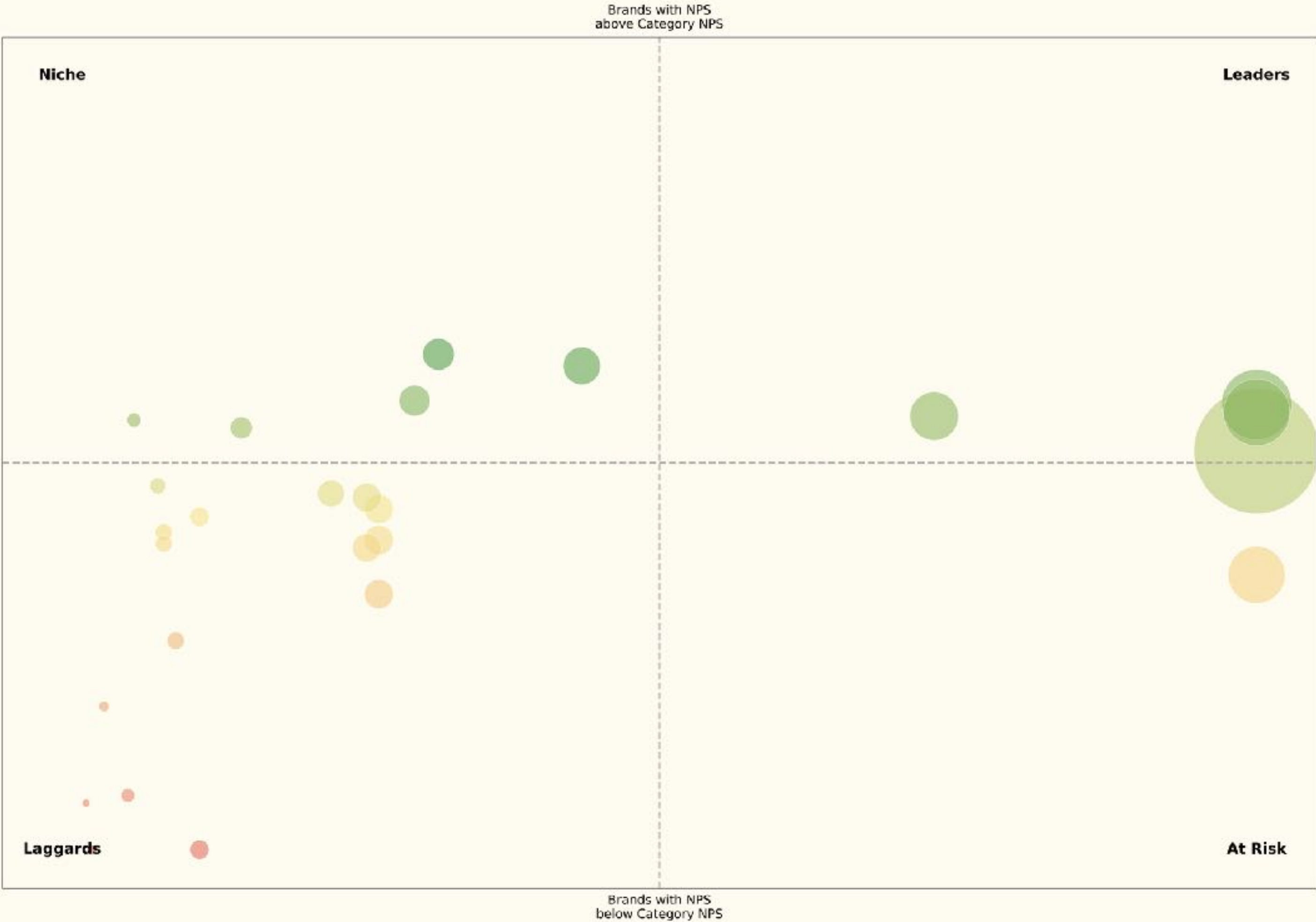


# Online Customer Reviews Analysis : *Dry Dog Food* - Feedback Matrix

Niche Brands
Nutro
Royal Canin
Pedigree
Merrick
Health Extension

Leader Brands
Purina
Rachel Ray Nutrish
Hill's
Iams

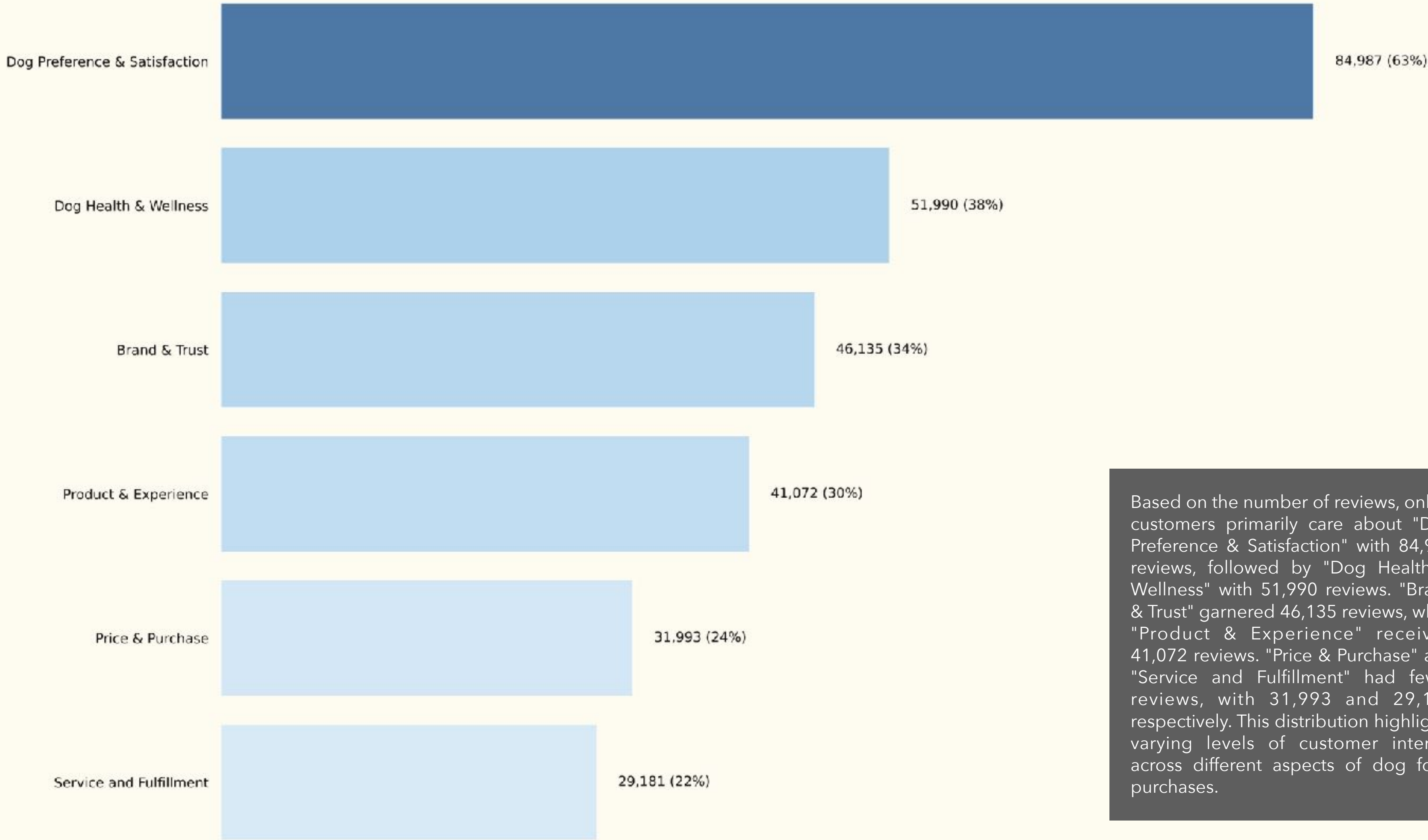
Laggard Brands	
Wellness	Canidae
Taste of the Wild	Ziwi
Nature's Recipe	Zignature
Natural Balance	Acana
Victor	Open Farm
Orijen	The Honest Kitchen
Cesar	Wagg
Diamond Naturals	NutriSource



At Risk Brands
Blue Buffalo



# Online Customer Reviews Analysis : *Dry Dog Food* - **Number of Reviews by Topic**



Based on the number of reviews, online customers primarily care about "Dog Preference & Satisfaction" with 84,987 reviews, followed by "Dog Health & Wellness" with 51,990 reviews. "Brand & Trust" garnered 46,135 reviews, while "Product & Experience" received 41,072 reviews. "Price & Purchase" and "Service and Fulfillment" had fewer reviews, with 31,993 and 29,181 respectively. This distribution highlights varying levels of customer interest across different aspects of dog food purchases.



# Online Customer Reviews Analysis : *Dry Dog Food* - **Brand Number of Reviews by Topic**

	Brand & Trust	Dog Health & Wellness	Dog Preference & Satisfaction	Price & Purchase	Product & Experience	Service and Fulfillment
Acana (Avg Reviews: 313)	273	366	541	166	363	170
Blue Buffalo (Avg Reviews: 3635)	3,302	3,996	6,360	2,512	3,388	2,252
Canidae (Avg Reviews: 364)	302	497	565	206	420	192
Cesar (Avg Reviews: 371)	199	172	932	348	295	278
Diamond Naturals (Avg Reviews: 460)	359	562	642	389	539	268
Health Extension (Avg Reviews: 230)	201	192	411	241	188	150
Hill's (Avg Reviews: 4929)	5,218	5,260	8,581	3,623	3,546	3,345
Iams (Avg Reviews: 2568)	2,379	2,394	4,582	2,195	1,836	2,022
Merrick (Avg Reviews: 614)	583	636	1,134	355	653	323
Natural Balance (Avg Reviews: 995)	913	1,425	1,428	559	1,004	640
Nature's Recipe (Avg Reviews: 994)	784	1,246	1,734	589	1,185	426
NutriSource (Avg Reviews: 69)	62	57	106	64	72	52
Nutro (Avg Reviews: 1682)	1,679	1,798	2,929	1,258	1,535	896
Open Farm (Avg Reviews: 238)	180	231	397	183	290	146
Orijen (Avg Reviews: 976)	925	1,131	1,487	653	1,241	420
Pedigree (Avg Reviews: 932)	634	645	1,933	1,022	647	708
Purina (Avg Reviews: 17181)	17,428	19,912	30,863	10,218	13,502	11,162
Rachel Ray Nutrish (Avg Reviews: 5880)	5,611	5,795	11,520	4,053	5,335	2,967
Royal Canin (Avg Reviews: 1116)	1,286	1,146	2,100	751	824	591
Taste of the Wild (Avg Reviews: 988)	885	1,112	1,849	530	904	645
The Honest Kitchen (Avg Reviews: 123)	96	95	241	84	163	61
Victor (Avg Reviews: 1048)	1,163	1,255	1,548	643	1,099	578
Wagg (Avg Reviews: 100)	56	112	179	100	99	57
Wellness (Avg Reviews: 1031)	918	1,015	1,916	727	1,135	474
Zignature (Avg Reviews: 358)	362	577	489	179	354	187
Ziwi (Avg Reviews: 365)	337	363	520	345	455	171



# Online Customer Reviews Analysis : *Dry Dog Food* - Brand Online Review NPS by Topic

	Brand & Trust	Dog Health & Wellness	Dog Preference & Satisfaction	Price & Purchase	Product & Experience	Service and Fulfillment
Acana (Brand NPS: 46%)	61%	47%	56%	52%	47%	52%
Blue Buffalo (Brand NPS: 35%)	43%	30%	46%	37%	13%	40%
Canidae (Brand NPS: 26%)	47%	35%	31%	15%	15%	40%
Cesar (Brand NPS: 42%)	41%	21%	49%	49%	13%	49%
Diamond Naturals (Brand NPS: -4%)	10%	-13%	8%	6%	-19%	10%
Health Extension (Brand NPS: 54%)	76%	57%	61%	44%	41%	51%
Hill's (Brand NPS: 55%)	63%	53%	62%	46%	31%	63%
Iams (Brand NPS: 55%)	68%	50%	59%	55%	40%	66%
Merrick (Brand NPS: 53%)	63%	55%	60%	43%	51%	67%
Natural Balance (Brand NPS: 45%)	55%	49%	57%	36%	23%	53%
Nature's Recipe (Brand NPS: 33%)	39%	30%	51%	37%	7%	31%
NutriSource (Brand NPS: 6%)	44%	25%	34%	8%	-29%	-6%
Nutro (Brand NPS: 62%)	72%	65%	68%	60%	50%	62%
Open Farm (Brand NPS: 7%)	19%	9%	18%	10%	16%	-27%
Orijen (Brand NPS: 45%)	51%	48%	54%	41%	41%	56%
Pedigree (Brand NPS: 57%)	66%	53%	71%	60%	26%	42%
Purina (Brand NPS: 51%)	60%	50%	61%	41%	17%	49%
Rachel Ray Nutrish (Brand NPS: 56%)	67%	63%	64%	57%	38%	61%
Royal Canin (Brand NPS: 63%)	73%	63%	71%	52%	44%	61%
Taste of the Wild (Brand NPS: 43%)	47%	39%	50%	36%	31%	55%
The Honest Kitchen (Brand NPS: 18%)	53%	23%	34%	7%	13%	44%
Victor (Brand NPS: 38%)	52%	40%	45%	50%	23%	44%
Wagg (Brand NPS: -16%)	-11%	-32%	-5%	1%	-15%	-11%
Wellness (Brand NPS: 39%)	50%	48%	50%	40%	20%	41%
Zignature (Brand NPS: 39%)	53%	40%	48%	35%	34%	45%
Ziwi (Brand NPS: 40%)	57%	57%	51%	27%	37%	27%