

FOR IMMEDIATE RELEASE

Contact:

Freddie Benjamin

Director of Analytics and Insights | Reviews.ai

[freddie@reviews.ai](mailto:freddie@reviews.ai)



Report Sample Download:

<https://www.reviews.ai/the-truth-about-pet-food-what-customers-love-hate-and-demand-next/>

---

## NEW REPORT REVEALS CONSUMER SENTIMENT ON TOP-SELLING DRY DOG FOOD BRANDS

Data-Driven Analysis of Over 135,000 Online Reviews Uncovers Key Trends in Ingredient Trust, Pricing, and Brand Loyalty

Reviews.ai, a leader in consumer insights and data-driven analysis, has released its Dry Dog Food Report 2025 – Best Seller Performance Report, an in-depth examination of 135,303 online customer reviews from January 2024 to December 2024, covering 26 pet food brands and 89 of the top-selling dry dog food products. This research provides critical insights into consumer purchasing behavior, brand trust, and evolving expectations in the pet food industry.

The report categorizes brands into four key performance segments - Leaders, Niche, At Risk, and Laggard Brands - based on customer sentiment and loyalty indicators. It also breaks down six major topics of consumer concern, ranging from ingredient transparency to pricing perception.

### Key Findings: What Pet Owners Really Think About Dry Dog Food



#### Brand Trust & Transparency Issues

- Pet owners increasingly feel brands overpromise and underdeliver, with complaints about health benefits not aligning with marketing claims.
- Brands that fail to offer clear, verifiable sourcing information risk losing long-term customer loyalty.



#### Ingredient Quality & Health Concerns

- Ingredient scrutiny is on the rise, with consumers prioritizing nutrition and transparency over vague "premium" claims.
- Many brands market their formulas as biologically appropriate, grain-free, or high-protein, but consumer complaints indicate concerns over digestibility and potential allergens.

## Price vs. Perceived Value

- While premium pet food sales are increasing, consumers are questioning whether higher price points equate to better quality.
- Some brands struggle to justify their costs, leading customers to switch to more affordable brands that provide similar perceived benefits.

## Retail & E-Commerce Strategy Impact on Brand Loyalty


- Product availability, shipping reliability, and seamless online purchasing play a critical role in customer retention.
- Stock shortages and long fulfillment times are driving pet owners to explore alternative brands.


## Top & Underperforming Brands Identified

The research segmented brands into four major performance categories based on review sentiment and consumer satisfaction levels:

 **Leaders (High Customer Satisfaction & Strong Loyalty)**  
*Purina, Hill's, Iams, Nutro, Royal Canin, Rachel Ray Nutrish*


 **Niche (Smaller Brands with Strong Consumer Sentiment)**  
*Merrick, Pedigree, Health Extension, Natural Balance*


 **At Risk (High Visibility but Declining Consumer Trust)**  
*Blue Buffalo, Taste of the Wild, Orijen, Open Farm*


 **Laggard Brands (Low Engagement & Poor Consumer Sentiment)**  
*Zignature, Diamond Naturals, Cesar, Canidae, Wagg*


## Insights Across Six Key Consumer Topics


The report categorizes 135,303 reviews into six primary areas of concern, allowing for a deep dive into what matters most to pet food buyers:


 **Dog Preference & Satisfaction:** Dogs rejecting food due to taste, smell, or texture inconsistencies is a top frustration among consumers.

 **Dog Health & Wellness:** Brands with strong veterinarian endorsements and clear health benefits receive significantly higher loyalty scores.

 **Brand & Trust:** Brands that frequently change formulas or use vague marketing language see significant trust declines.

 **Product & Experience:** Complaints about inconsistent kibble quality, packaging issues, and sudden formula changes are among the most common negative reviews.

 **Price & Purchase:** Premium-priced brands must demonstrate clear benefits to retain customers, as value-driven buyers are switching to affordable alternatives.

 **Service & Fulfillment:** Stock shortages, slow delivery times, and unresponsive customer support are causing shifts in consumer buying behavior.

## Why This Report Matters

Freddie Benjamin, Director of Insights at Reviews.ai, explains why this research is critical for pet food brands and retailers:


*"For the first time, we have a quantifiable look at how pet food consumers truly feel about the top-selling dry dog food brands. This research confirms what many in the industry have suspected - consumers are becoming more skeptical of pet food marketing and are demanding greater transparency, value, and quality control. Brands that fail to meet these expectations risk losing customer loyalty."*

## Who Should Read This Report?

- Pet Food Manufacturers & Retailers – Understand what drives consumer loyalty and purchasing decisions to refine product positioning and marketing.
- Industry Analysts & Media – Get data-backed insights into the shifting pet food landscape.
- Consumer Advocacy Groups – Gain a research-based perspective on ingredient transparency concerns and misleading claims.

## Get the Full Report

The Dry Dog Food Report 2025 – Best Seller Performance Report is now available for download and media coverage.

 Request the full report or schedule a media briefing: [freddie@reviews.ai](mailto:freddie@reviews.ai)

 Download the Report Sample Here:  
<https://www.reviews.ai/the-truth-about-pet-food-what-customers-love-hate-and-demand-next/>

For interview requests, expert commentary, or additional data insights, please contact Freddie Benjamin at [freddie@reviews.ai](mailto:freddie@reviews.ai).

---

## About Reviews.ai

Reviews.ai is a leading provider of AI-driven consumer insights, helping brands understand market trends and customer sentiment through data analytics. By analyzing real consumer feedback across multiple industries, Reviews.ai delivers actionable intelligence that empowers businesses to make informed, customer-centric decisions.

For more information, visit [Reviews.AI](https://reviews.ai).