



Q3 IndiePet Insights

Created By:

SPINS Retail Insights Team





Pet Channel Performance

YTD declines persist across Pet despite steady average prices



SPINS Independent Pet Channel

-5.0%

Dollar Change

-5.0%

Unit Change

-0.1%

Average Retail Price



SPINS Pet Channel by Subcategory

Pet channel trends are mixed, with strength in cat offset by ongoing weakness in dog food and treats.

Dog

-0.7%

Dog Food Fresh

-0.9%

Dog Treats Other

-2.0%

Dog Bones & Chews



Cat

+19.7%

Cat Food Toppers

+1.2%

Cat Treats - General

+0.2%

Cat Food Wet





Dog Brands Still Driving Growth

Dog category softness contrasts with standout growth from a handful of emerging brands

Dog

+8,708%

Bosco & Roxy's

+3,516%

Tilted Barn Pet Co

+3,252%

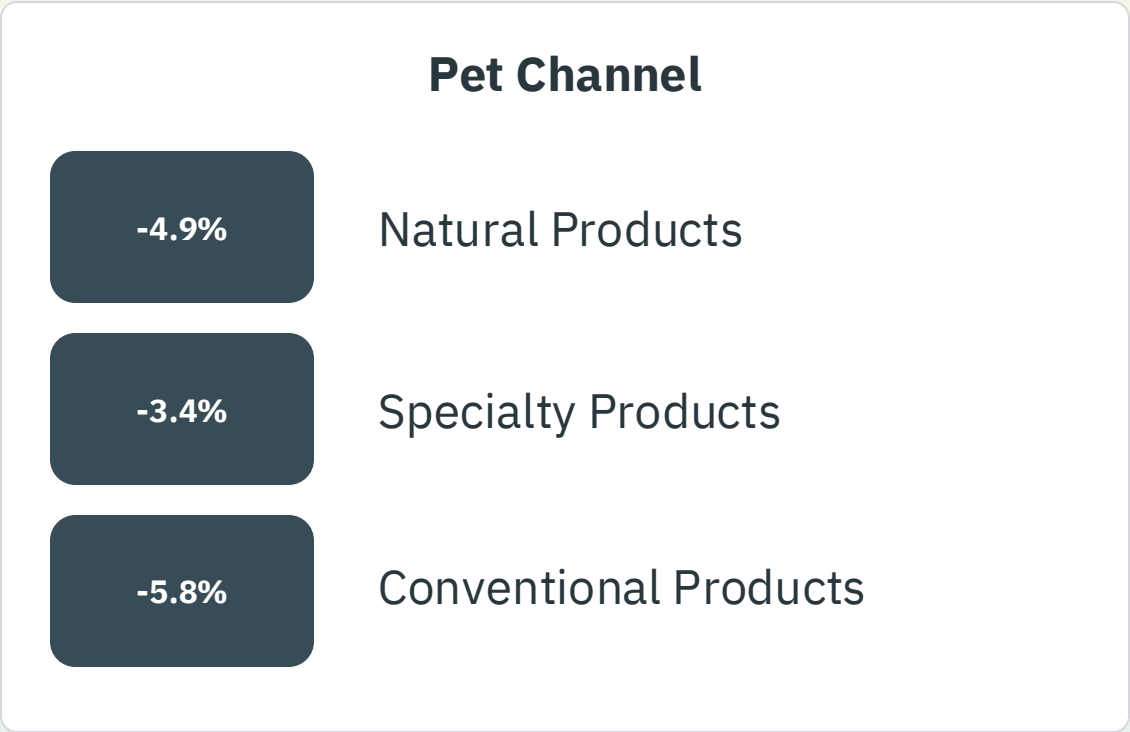
Go Go





Product Positioning

Pet declines span all positioning groups, led by conventional, with specialty holding up best





Growing Ingredients In Pet

Functional Ingredients Trending Up: Magnesium for Calm, Colostrum for Immunity, Chamomile for Relaxation

SPINS Independent Pet Channel

+937%

Magnesium

+45%

Colostrum

+31%

Chamomile





Pet Consumables Form Trends

Growth in Nibs, Ground/Chub & Wet, While Liquid, Nugs & Dehydrated Decline

Growing

+236%

Nibs

+108%

Ground / Chub

+60%

Wet

Declining

-12.5%

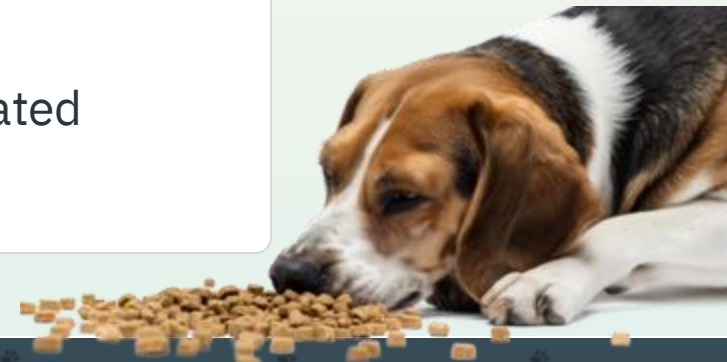
Liquid

-12.0%

Nugs

-8.7%

Dehydrated





Seasonal Fall Products in the Wild

This fall, seasonal favorites are making their mark across the pet aisle, with pumpkin spice leading the charge. Retailers are leaning into the seasonal moment not only through national brands but also by innovating within their own private label lines — bringing shoppers affordable, festive options that build loyalty and excitement. Fall flavor cues are a proven way to capture attention, drive basket add-on, and reinforce brand identity in a playful, pet-friendly way.

Pumpkin Spice and Everything Nice



Pumpkin flavors continue to dominate fall with lattes, biscuits, and toppers — a seasonal staple that drives strong shopper engagement and signals the start of festive merchandising.

Bocce's



Bocce's drives excitement with seasonal fall favorites like pumpkin spice, playful Halloween-themed treats, and football-inspired collabs that keep pets part of every celebration.

Private Label Showcase





Thank you!

For more information contact us at
retailinsights@spins.com