



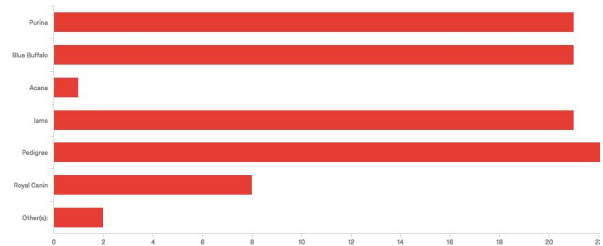
What You Need to Know

Facts About Dog Ownership

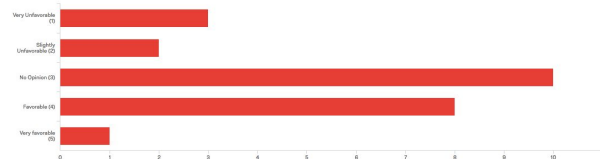
- 55 percent of both French and American dog parents would personally sacrifice the consumption of chocolate in order for their dog(s) to have high quality dog food (Nielsen).
- 43 percent of American dog mothers and fathers would sacrifice their Netflix subscriptions for good quality dog food that improves the health of their dog(s) (Nielsen).
- 83 percent of pet parents referred to themselves as “mommy” or “daddy” when speaking to their pets. 59 percent of pet parents even celebrate their pet's birthday (Surie).

What Our Data Found

What brand(s) of dog food are you familiar with?



What is your overall opinion of Pedigree?



Describe what you have heard about Pedigree.



Takeaways from Our Research

Health is one of the most influential factors when consumers consider which dog food to buy.



Consumers do not view packaging as influential.

Consumers prioritize dog happiness now more than ever.



Consumers treat their dogs like their own children.