



# Dog Food in the New Decade

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A brief analysis of the Dry Dog Food market, powered by Yogi

# Yogi analyzed 17,010 Amazon reviews for 14 popular dry dog food products across 9 parent companies.

Introduction

## Products Analyzed



Nutro, Pedigree  
Mars



Purina One, Merrick  
Nestle



Blue Buffalo  
General Mills



Nature's Recipe, Rachael Ray Nutrish  
The J.M. Smucker Company



Diamond, Taste of the Wild  
Diamond Pet Food



Hill's Science  
Colgate-Palmolive



Wag, Solimo  
Amazon



Wellness  
WellPet



Instinct  
Nature's Variety

## Research Questions

### ECOMMERCE MARKET

Is there anything we can learn about the general eCommerce market for Dry Dog Food? Are some companies doing better than others?

### AMAZON BRANDS

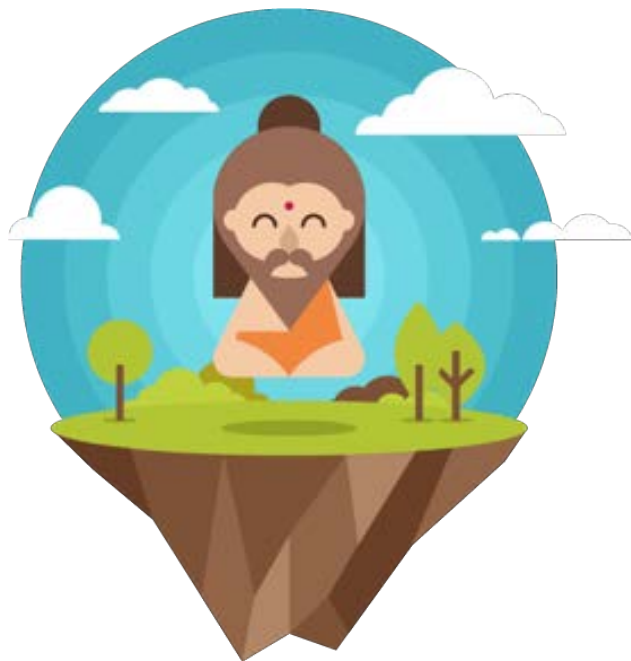
How are Amazon's private label brands performing? How are they differentiating?

### CORONAVIRUS

What changes has Covid-19 caused in the Dry Dog Food market? Who has this affected the most?

# Yogi use cases range from broad market research to more targeted competitive analysis. Below are summary findings from the Dry Dog Food market.

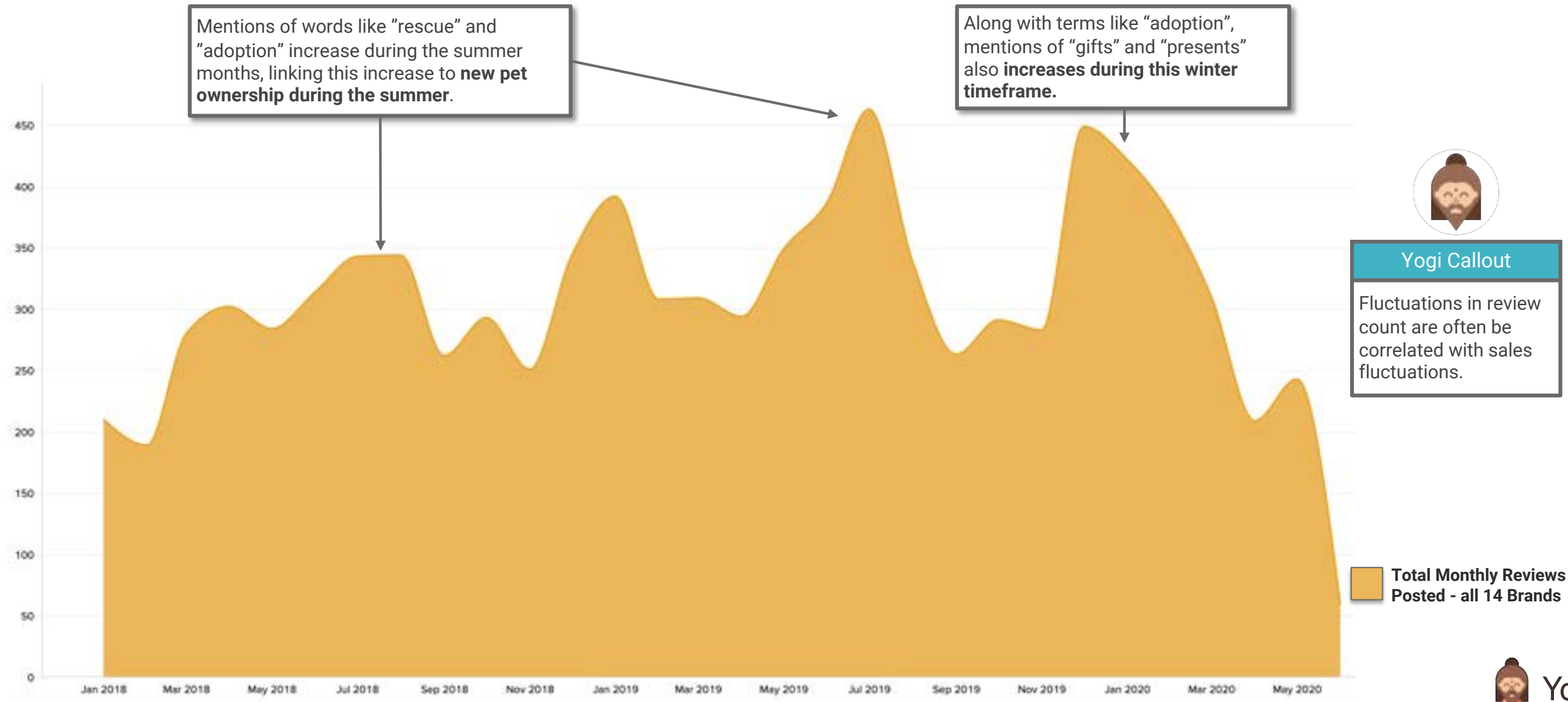
## Summary



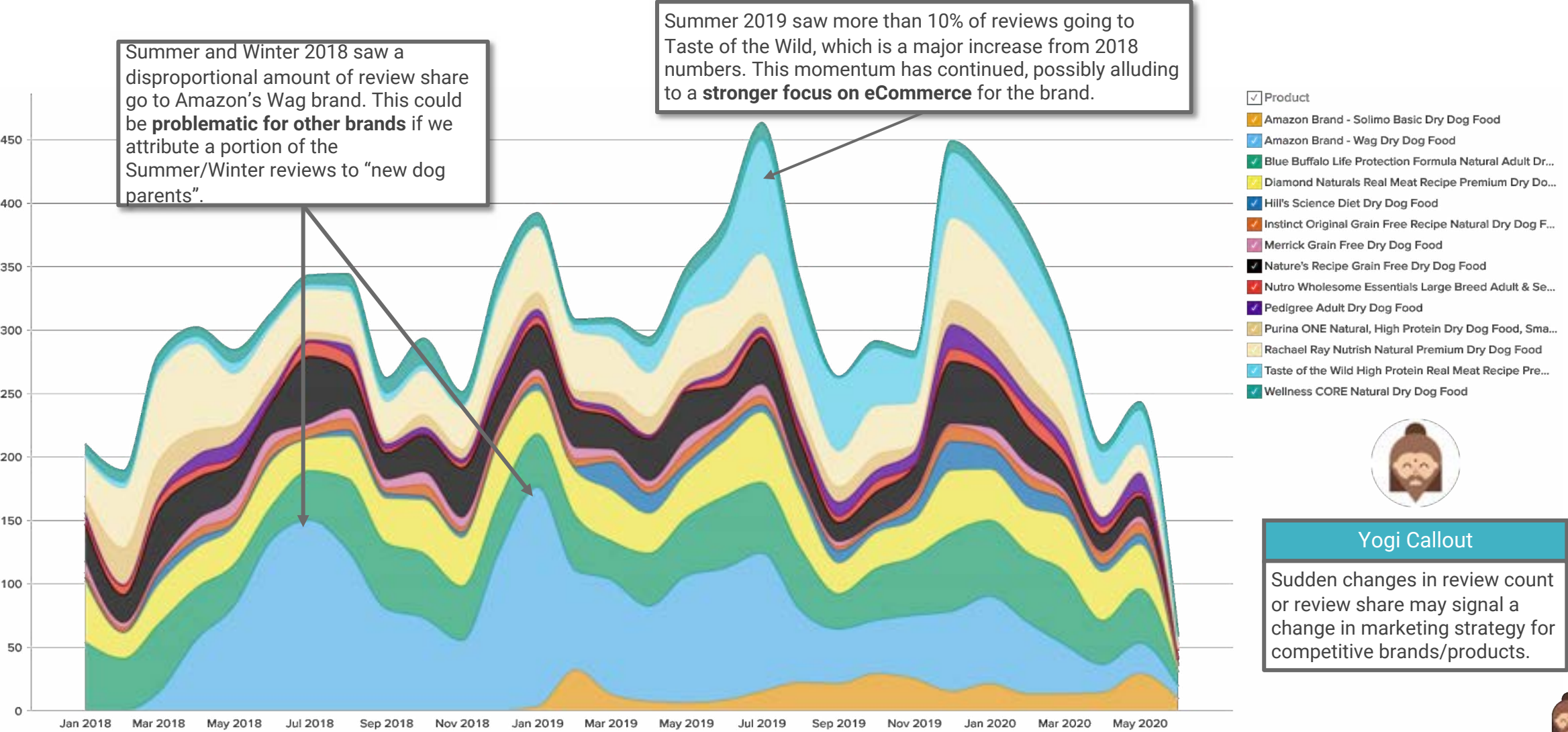
- Yogi found **clear summer and winter seasonality** with review counts, which could allude to sales increases during these months.
- Analyzing shifts in review count, we see that brands like Taste of the Wild are having increased success with the eCommerce channel. This could be linked to **a greater focus on eCommerce** within these companies.
- Yogi found a few examples of where there is a discrepancy between ratings and sentiment, pointing towards **underlying product issues** that are being **masked by star ratings**.
- By combining Yogi's theme breakdown, sentiment, and best seller tracker, we were able to show that the **popularity of Amazon's Wag brand** can be heavily attributed to its **ability to rank their product higher**.
- As we'd expect, **Covid-19 reduced the growth of the Dry Dog Food market**. However from an eCommerce perspective, this seems to be affecting companies like Amazon and J.M. Smuckers the most.

Looking at review count over time, we see clear seasonality in the summer and winter with peaks around July and late December.

Market Analysis

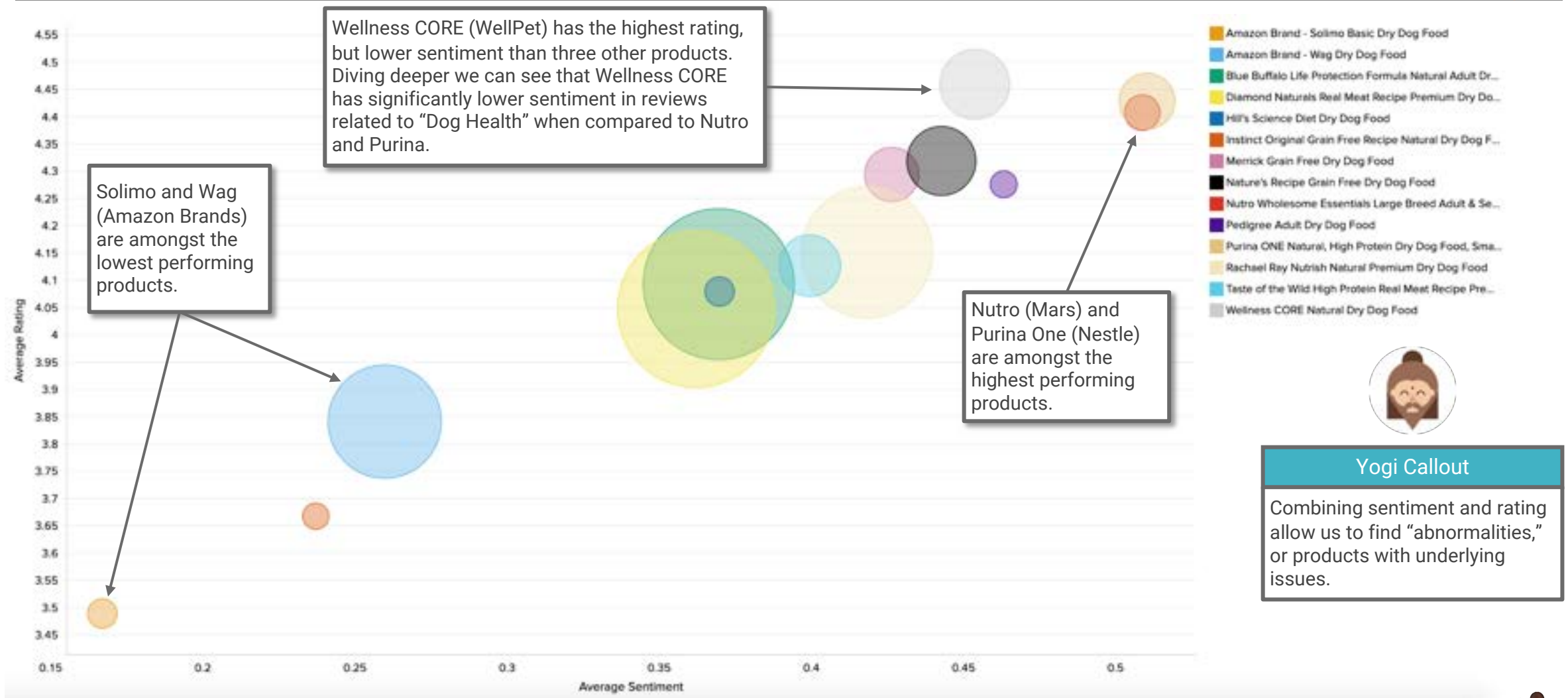


Breaking down this same view by product, we get more visibility on who is most benefiting from the seasonal review count fluctuations.



When looking at sentiment\*, we see that premium brands like Purina One and Nutro perform well while Amazon brands are still lagging.

Market Analysis

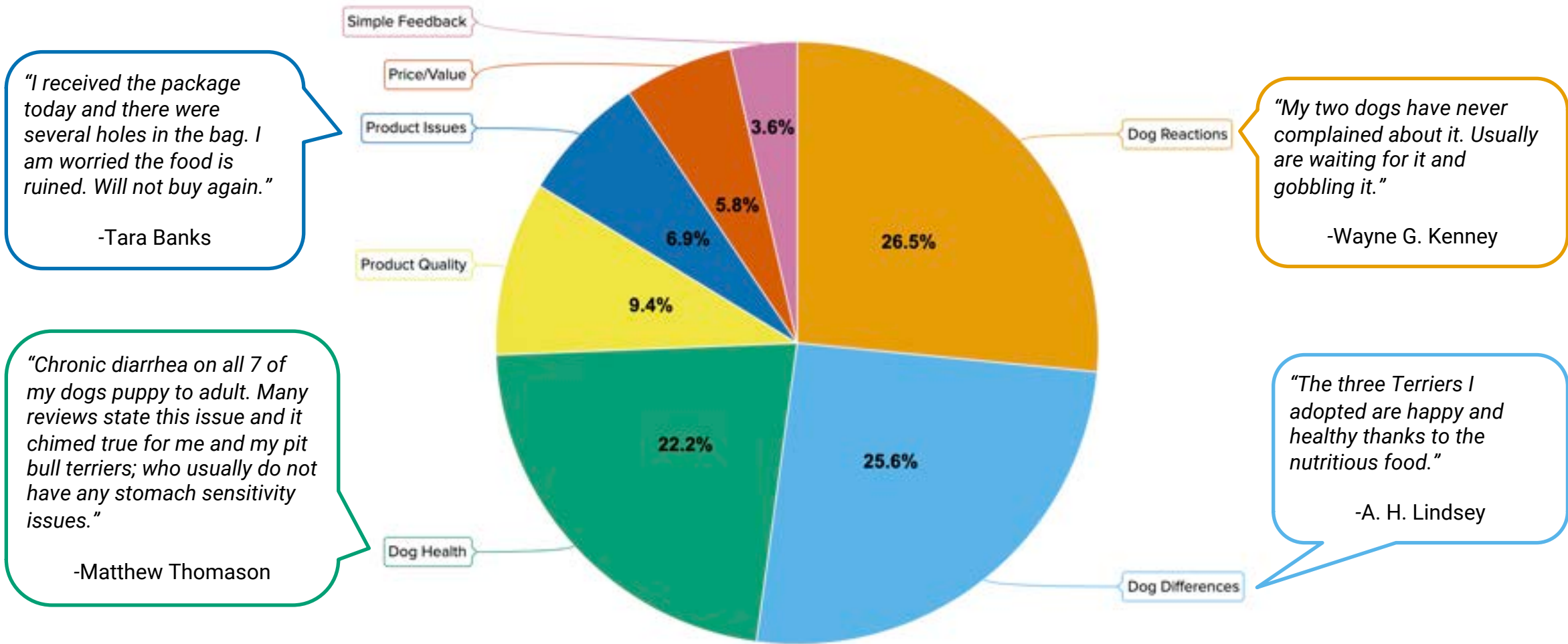


Yogi Callout

Combining sentiment and rating allow us to find “abnormalities,” or products with underlying issues.

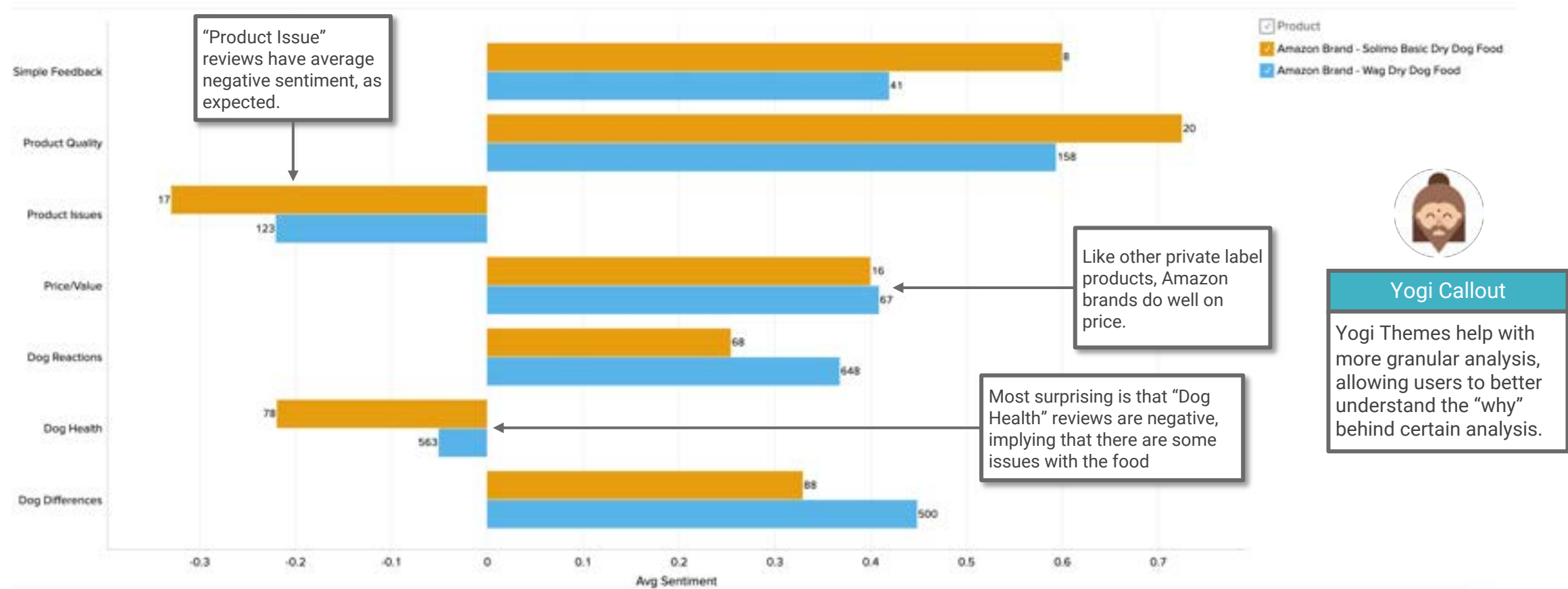
\*Yogi’s proprietary sentiment analysis algorithms scores overall tone of each data point from a range of -1.0 to 1.0.

Using its advanced Natural Language Processing algorithms, Yogi automatically detected 7 unique themes within these reviews.



# Focusing on Amazon brands, we combine Yogi's sentiment analysis and theme breakdown to see that "Dog Health" issues are plaguing the company.

Amazon Analysis



Selected  
“Dog Health”  
Reviews

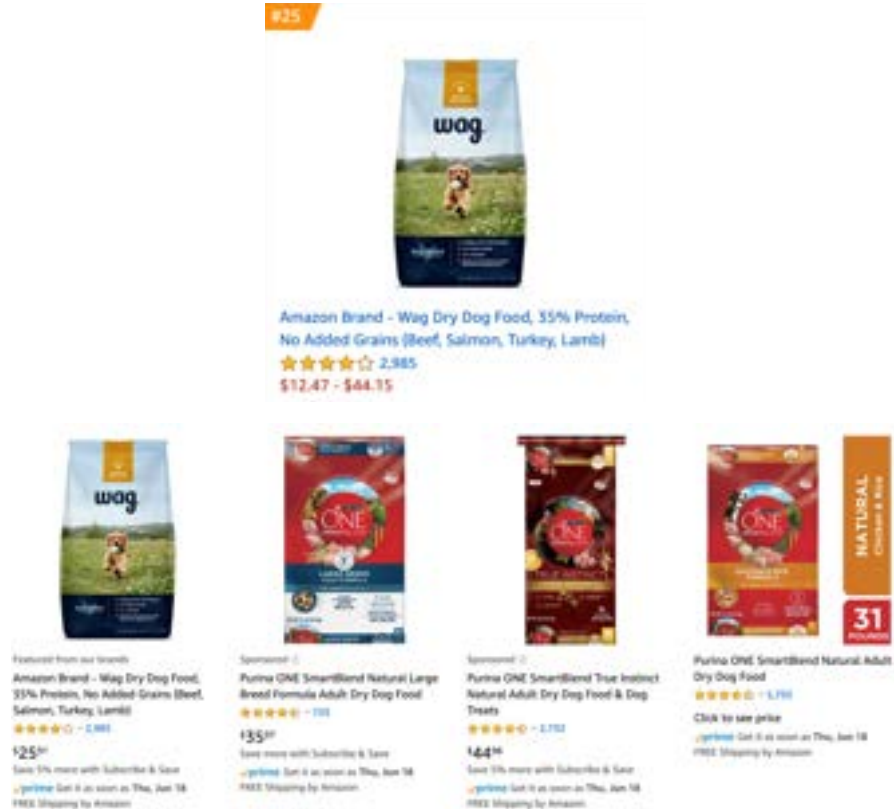
“My dogs poop was red the entire time he consumed this dog food. That cant be good.”  
- Linsey, Solimo

“My dog has been sick for days. I have to take to vet tomorrow. She hasn’t been eating ever since her first meal with this food. I am extremely disappointed.”  
- Amy Wiedenhoft, Wag

“Seems to make dog sick. She gobbled it first two days then started vomiting and now won’t look at it in bowl. Stopped vomiting and diarahea when I stopped feeding it to my dog. Tried hard to find a good food.”  
- Quan, Wag

# However using Yogi's best seller tracker\*, we see that price and Amazon's ability to list their products higher counteracts the lower sentiment.

Amazon Analysis

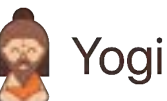


Over the past 15 days, Amazon's Wag brand has **consistently ranked in the top 25 of best sellers** for the Dry Dog Food category. This is better than other brands that have higher rating and sentiment, including: Nutro, Wellness, and Merrick.

Purina has the most products ranked in the top 25, which can be linked to their **higher rating coupled with their sponsored postings** that put them in the same row as Amazon's Wag brand.

Using Yogi, we now have a quantified analysis of the value that listing higher on Amazon can have on sales.

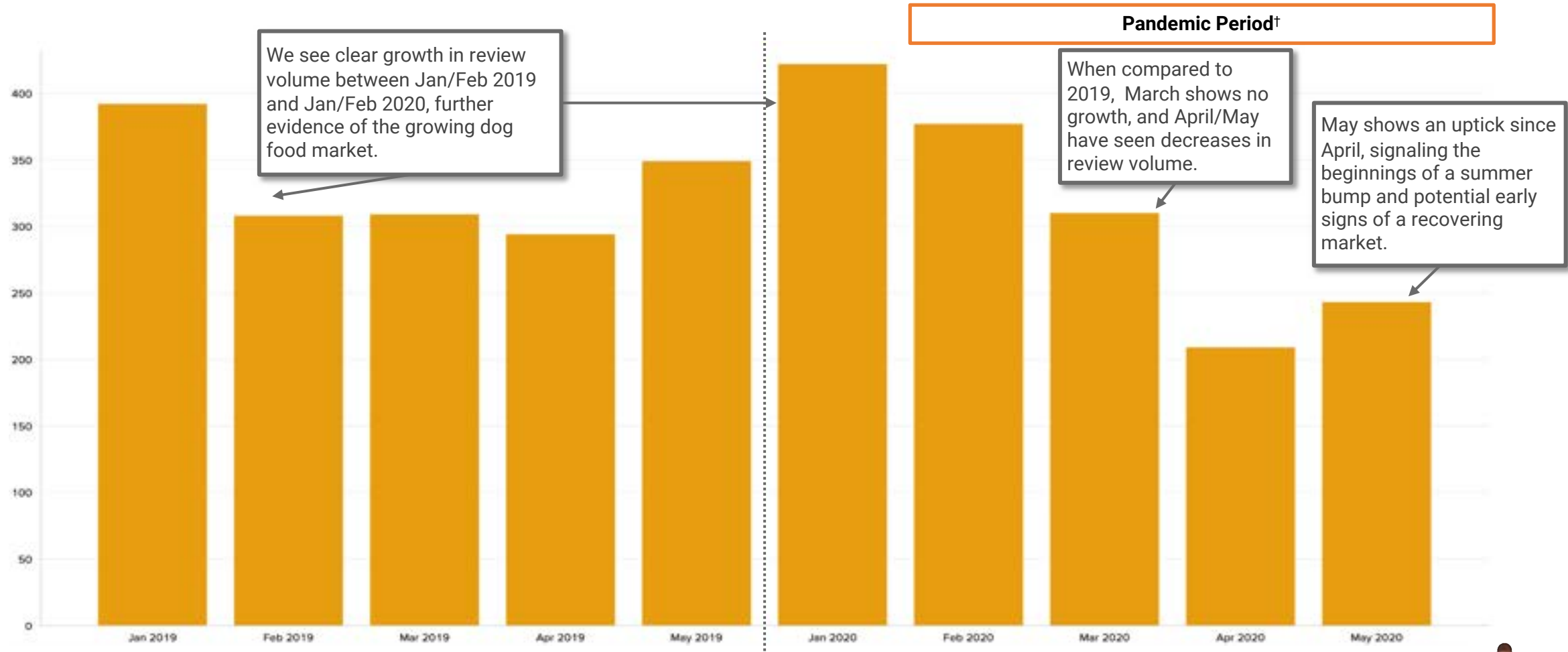
\*Yogi's best seller tracker can track relative ranking of products in a category by sales on Amazon.



# As can be expected, Covid-19 stunted previous growth we were seeing in the Dry Dog Food market.

Covid-19 Analysis

## Review Volume – Relative Comparison of Pre and Post Covid-19 Months

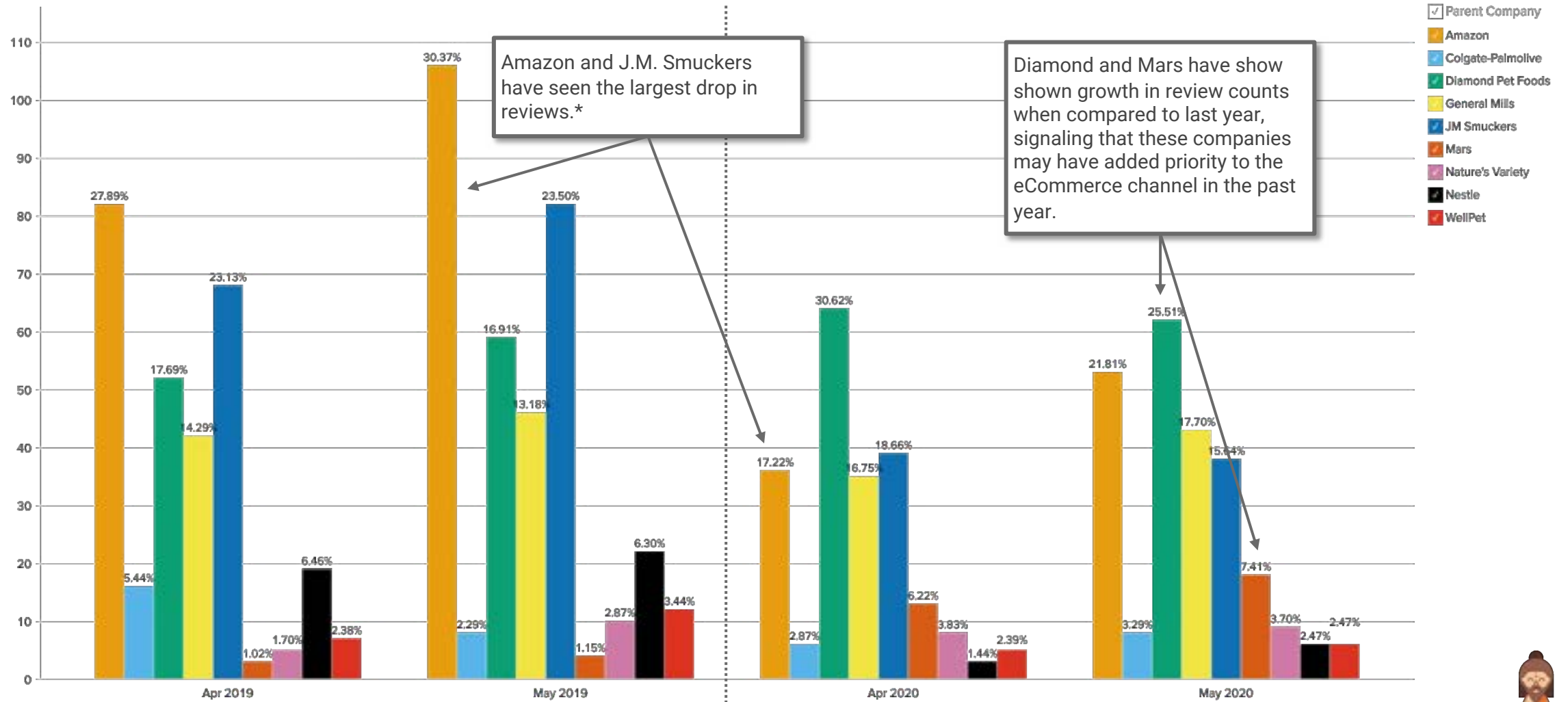


† On Feb 29<sup>th</sup>, the first reported coronavirus death was reported in the US. By March 26<sup>th</sup>, the US led the world in confirmed cases.

But diving deeper, we see that Covid-19 is affecting some companies more than others (and that some companies are focusing more on eCommerce).

Covid-19 Analysis

Review Volume % Share by Company – Relative Comparison of Pre and Post Covid-19 Months





Want to see the full analysis?

[Reach out for a demo today.](#)



# Yogi

Understand your customers, **like never before**

Yogi is a cloud-based software company headquartered in New York. It provides feedback analytics solutions and business intelligence dashboards to customer-focused businesses.

## Our Mission

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Yogi aims to usher in a new age of excellent customer experience by better integrating the downstream stakeholders of products to the upstream developers, marketers and executives through AI-assisted data-driven decision making.