



BY THE NUMBERS

Market Leaders in Key Pet Supply Categories

By Percentage of Stores Citing Brand as No. 1*

DOG PRODUCTS

APPAREL

1. Ethical Products and PetEdge, tie	30%
2. Penn-Plax	8%

BEDS

1. Midwest Homes for Pets	29%
2. Precision Pet Products	15%

COLLARS & LEADS

1. Lupine	36%
2. Coastal Pet Products	32%

FEEDERS

1. Doskocil/Petmate	31%
2. Van Ness Plastics	14%

FLEA/TICK PRODUCTS

1. Merial	44%
2. Central Life Sciences	29%

FOOD

1. Natura Pet Products	18%
2. Diamond Pet Foods	11%

GROOMING TOOLS

1. Coastal Pet Products	31%
2. Central Pet/Four Paws	20%

HEALTH & HYGIENE PRODUCTS

1. Bio-Groom	26%
2. Central Pet/Four Paws	23%

HOUSING & TRAVEL

1. Doskocil/Petmate	34%
2. Midwest Homes for Pets	31%

SANITATION PRODUCTS

1. Central Pet/Four Paws	23%
2. The Bramton Co.	22%

SHAMPOOS

1. Bio-Groom	19%
2. TropiClean Products Co.	16%

TOYS

1. The Kong Co.	40%
2. PetEdge	17%

TREATS

1. Merrick Petfoods	26%
2. Wellpet	14%

CAT PRODUCTS

BEDS

1. Precision Pet Products	31%
2. Flexi-Mat	21%

COLLARS & LEADS

1. Coastal Pet Products	41%
2. Lupine	25%

FEEDERS

1. Doskocil/Petmate	44%
2. Ethical Products	18%

FLEA/TICK PRODUCTS

1. Merial	45%
2. Central Life Sciences	33%

FOOD

1. Diamond Pet Foods and Natura Pet Products, tie	15%
2. Hill's Pet Nutrition Inc.	12%

FURNITURE

1. PetEdge and Ware Manufacturing, tie	20%
2. Local/custom manufacturer	18%

GROOMING TOOLS

1. Coastal Pet Products	34%
2. Central Pet/Four Paws	24%

HEALTH & HYGIENE PRODUCTS

1. Central Pet/Four Paws	35%
2. Sergeant's Pet Products Inc.	18%

HOUSING

1. Doskocil/Petmate	66%
2. Marchioro USA Inc.	20%

LITTER

1. American Colloid	24%
2. World's Best Cat Litter	22%

LITTER ACCESSORIES

1. Doskocil/Petmate	50%
2. Van Ness Plastics	28%

SANITATION PRODUCTS

1. The Bramton Co.	30%
2. UPG Companion Animals	21%

SHAMPOOS

1. Bio-Groom	29%
2. Central Pet/Four Paws	25%

TOYS

1. The Kong Co.	21%
2. Ethical Products	17%

TREATS

1. Greenies Co.	32%
2. A Guy and His Dog	16%

AQUARIUM PRODUCTS

AQUARIUMS

1. Central Aquatics	71%
2. UPG Aquatics	24%

CLEANING EQUIPMENT

1. Lee's	27%
2. Rolf C. Hagen (USA)	23%

DECORATIONS

1. Penn-Plax	28%
2. Blue Ribbon Pet Products	26%

FILTRATION PRODUCTS

1. UPG Aquatics	49%
2. Rolf C. Hagen (USA)	33%

FOOD

1. UPG Aquatics	42%
2. OmegaSea	24%

HEALTH AIDS

1. Mars Fishcare	54%
2. Sergeant's Pet Products Inc.	17%

HEATERS

1. Rolf C. Hagen (USA)	35%
2. Penn-Plax	23%

LIGHTING

1. Central Aquatics	57%
2. Rolf C. Hagen (USA)	16%

METERS

1. Rolf C. Hagen (USA)	34%
2. UPG Aquatics	33%

POND PRODUCTS

1. Rolf C. Hagen (USA)	33%
2. UPG Aquatics	28%

PUMPS

1. Rolf C. Hagen (USA)	43%
2. E.G. Danner Manufacturing	32%

TEST KITS

1. Mars Fishcare	68%
2. Rolf C. Hagen (USA)	13%

WATER CONDITIONERS

1. Mars Fishcare	36%
2. UPG Aquatics	23%

BIRD PRODUCTS

BEDDING & LITTER

1. Absorption Corp.	32%
2. Central Avian & Small Animal	22%

CAGES

1. Prevue Pet Products	43%
2. Blue Ribbon Pet Products	22%

FEEDING EQUIPMENT

1. Penn-Plax	35%
2. Rolf C. Hagen (USA)	28%

FOOD

1. Central Avian & Small Animal	26%
2. Vitakraft Sun Seed	25%

HEALTH AIDS

1. UPG Companion Animals	38%
2. Vitakraft Sun Seed	20%

SANITATION PRODUCTS

1. Central Pet/Four Paws	28%
2. UPG Companion Animals	20%

TOYS & EXERCISE PRODUCTS

1. JW Pet Co. Inc.	27%
2. Rolf C. Hagen (USA)	18%

WATER BOTTLES

1. Lixit	49%
2. Rolf C. Hagen (USA)	15%

SMALL-ANIMAL PRODUCTS

BEDDING & LITTER

1. Absorption Corp.	45%
2. Vitakraft Sun Seed	22%

CHEW ITEMS

1. Central Avian & Small Animal	49%
2. Vitakraft Sun Seed	24%

FEEDING EQUIPMENT

1. Central Avian & Small Animal	54%
2. Ethical Products	16%

FOOD

1. Central Avian & Small Animal	31%
2. Vitakraft Sun Seed	26%

HEALTH AIDS

1. UPG Companion Animals	31%
2. Central Garden & Pet	22%

HOUSING

1. Central Avian & Small Animal	65%
2. Prevue Pet Products	16%

SANITATION PRODUCTS

1. Central Avian & Small Animal	61%
2. Vitakraft Sun Seed	18%

TOYS & EXERCISE PRODUCTS

1. Central Avian & Small Animal	67%
2. Penn-Plax	25%

WATER BOTTLES & ACCESSORIES

1. Central Avian & Small Animal and Lixit, tie	37%
2. Vitakraft Sun Seed	10%

REPTILE PRODUCTS

BEDDING & LITTER

1. Zoo Med Laboratories	40%
2. Rolf C. Hagen (USA)	30%

FEEDING EQUIPMENT

1. Zoo Med Laboratories	36%
2. Rolf C. Hagen (USA)	33%

FOOD

1. Zoo Med Laboratories	21%
2. Fluker Laboratories	18%

HEALTH AIDS

1. Zoo Med Laboratories	37%
2. Central Aquatics	27%

HEATING EQUIPMENT

1. Rolf C. Hagen (USA)	34%
2. Zoo Med Laboratories	28%

HOUSING

1. Central Aquatics	63%
2. Rolf C. Hagen (USA)	26%

HOUSING DECOR

1. Rolf C. Hagen (USA)	43%
2. Central Aquatics	26%

LIGHTING

1. Zoo Med Laboratories	35%
2. Rolf C. Hagen (USA)	34%

SANITATION PRODUCTS

1. Zoo Med Laboratories	54%
2. Central Aquatics	39%

WATER BOTTLES & ACCESSORIES

1. Rolf C. Hagen (USA)	40%
2. Zoo Med Laboratories	27%

GIFT & MISCELLANEOUS ITEMS

BOOKS

1. Central Pet/T.F.H.	31%
2. Barron's Educational Series	30%

CALENDARS

1. Brown Trout Publishers	45%
2. Willow Creek Press	26%

GREETING CARDS

1. Avanti Press	34%
2. Leanin' Tree	14%

ORNAMENTS AND FIGURINES

1. Conversation Concepts	24%
2. Dandy Design	13%

STATIONERY

1. Other	59%
2. Best Friends by Ruth Maystead	41%

CRAB PRODUCTS

1. Zoo Med	45%
2. Florida Marine Research	40%

CRICKET PRODUCTS

1. Fluker Laboratories	58%
2. Nature Zone	14%

T-SHIRTS

1. Life Is Good	29%
2. Local/handmade	13%

* Rankings reflect companies/brands that were cited most often by respondents as their best sellers. Neither rankings nor percentages represent market shares or sales percentages, since respondents were not asked to provide information about secondary/tertiary brands in their stores, sales figures by brand or sales percentages by brand.