

Petfood Industry Audience Engagement Report

2ND HALF 2025



Petfood Industry Audience Engagement

PETFOODINDUSTRY®

Petfood Industry uses multiple media channels to deliver leading-edge, original content about relevant industry topics for pet food manufacturers and brand owners around the world.



Average Monthly Reach*

161,484



Geographical Reach

**Audience in 189 countries
& all 50 US states**



Top Companies Reach**

**Audience from all 125 of the top
pet food manufacturing companies**

*161,484 average monthly reach calculated as follows: (22,602 average distribution for Petfood Industry News) + (13,164 average distribution for PetfoodIndustry.com Trending Topics) + (1,240 average distribution for Petfood Forum Brasil News) + (11,098 magazine subscribers) + (76,450 average site users) + (16,930 LinkedIn followers) + (20,000 Facebook followers)

**Top companies defined as those listed in the July 2025 issue of Petfood Industry magazine.

Organizations That Engage

Agrolimen^{TI}



unicharm



UNITED PETFOOD



Petfood Industry Audience Engagement

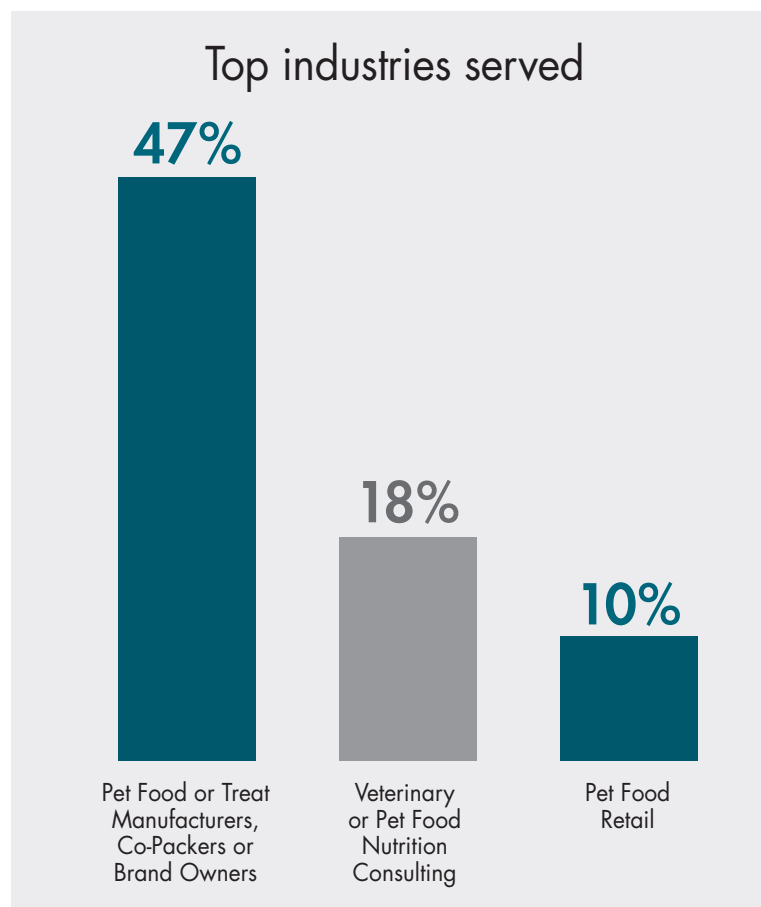
PETFOODINDUSTRY®

Petfood Industry serves pet food manufacturers, co-manufacturers, co-packers, brand owners, and allied industries.

Job titles



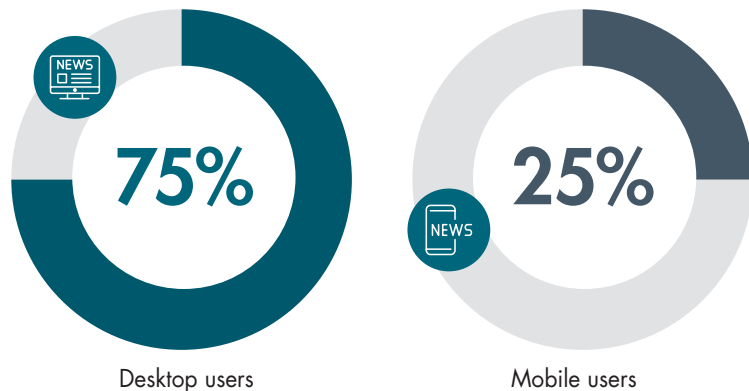
Top industries served



Petfood Industry Website & Social Media Engagement

PetfoodIndustry.com provides news, trends and analysis for the global pet food industry and its supply chain. Petfood Industry administers communities and shares content on Facebook and LinkedIn.

Desktop Users vs Mobile Users*



Average Monthly Sessions
109,058



Average Unique Monthly Users
76,450



Average Monthly Page Views
148,634



Combined LinkedIn and Facebook Following
36,930



Petfood Industry Trending Content

PETFOODINDUSTRY®

PetfoodIndustry.com is the pet food manufacturing industry's go-to source for the news and information they need to do their jobs.

Top Topics



Top pet food companies



Market trends



Nutrition



Sustainable dog & cat food



Pet food production



Top Viewed Articles

- ▶ Pet food news review Oct. 13-17: recall, Purina, new presidents
- ▶ FDA proposes end to self-affirmed GRAS rule
- ▶ Chart: Top 20 pet food companies 2024; Purina, Mars still dominate
- ▶ Graph: Cats and dogs lead US pet ownership growth 2023-2025
- ▶ Report: Pet ownership expands as Gen Z shifts trends
- ▶ 4 CPG giants dominate pet food market share across price points
- ▶ Gold Star Distribution recalls pet food products in three states
- ▶ Hungary, France, Austria had most pet cats per capita 2022
- ▶ Report: 4 key trends shaping the pet food industry
- ▶ 45 US pet food companies' revenues in 2024



Petfood Industry Newsletter Engagement

Petfood Industry's newsletters provide the global pet food industry with news, trends and analysis six days a week.



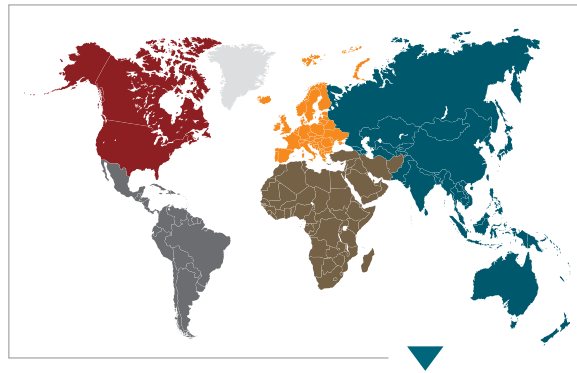
Newsletter
Reach*

35,766



Average Unique
Open Rate

40%



**Petfood
Industry eNews**
Delivers news for the
global pet food industry
every weekday

**PetfoodIndustry.com
Trending Topics**
Shares the top 5 articles
from the week every
Saturday

	Petfood Industry eNews	PetfoodIndustry.com Trending Topics
Average Circulation*	22,602	13,164
Average Unique Open Rate	38%	50%
US, Canada	49%	50%
Africa, Middle East	4%	2%
Mexico, Central America, South America	7%	6%
Europe	18%	19%
Asia, Pacific	15%	15%
Unknown	7%	8%

Media newsletters have an average unique open rate of 34.3% (Source: Omeda's Q4 2025 email benchmarks)

Source: Publisher's own data, unless otherwise noted.

*Source: Alliance for Audited Media's Consolidated Media Report for the 6-month period ending December 31, 2025.



Petfood Forum Brasil is the most complete and comprehensive source of information for pet industry professionals in the country, offering a website, weekly newsletter and in-person learning opportunities at PET South America, all presented in Portuguese. By placing their messaging within this trusted editorial environment, advertisers gain consistent, repeat exposure alongside authoritative industry content will strengthen brand recognition and credibility.



Petfood Forum Brasil News

Created for professionals in Brazil's rapidly growing pet food industry, Petfood Forum Brasil News delivers weekly insights, market updates and trends relevant to the Brazilian market. With a 35% unique open rate and a 3.6% unique click rate, the newsletter's strong performance ensures your message reaches an engaged audience in this important market.



PetfoodForumBrasil.com

As the home of original content in Portuguese specifically curated for the Brazilian pet food value chain, advertising with Petfood Forum Brasil positions your brand directly in front of the manufacturers, formulators, equipment buyers and industry leaders who are driving this next phase of growth in a market that is scaling both domestically and internationally. With an average engagement time of 1 minute and 23 seconds, PetfoodForumBrasil.com captures quality impressions for your message.



Petfood Forum Brasil event

Petfood Forum Brasil delivers cutting-edge insights, research-driven content and networking opportunities. These seminars are an ideal opportunity to connect with pet food manufacturers, formulation experts, marketers and other professionals working in Brazil's fast-growing pet food value chain. *Sponsorship opportunities are available.*

► **Petfood Forum Brasil will be held at PET South America on August 13, 2026 in São Paulo.**



Educational Content Engagement

Petfood Industry provides trusted educational content and insights on topics important to pet food manufacturing professionals around the world.

Webinar Engagement



208

Average Registrations per Webinar

Ask the Pet Food Pro Engagement

217

Average Registrations per Chat

36%
Average Percentage of Registrants Attending the Live Broadcast



51%
Average Percentage of Registrants Attending the Live Chat



624
Total Webinar Registrations

1,734
Total Chat Registrations

Top Webinars

- ▶ Freshness First: How Raw Materials Impact Pet Food Performance
- ▶ Closing the Compliance Gap: Smarter Tools for Safer Pet Food
- ▶ Time to reformulate? Improving feline urinary health through nutrition

Top Ask the Pet Food Pro Chats

- ▶ Women in Petfood Leadership: A fireside chat with Yvonne Hsu, president, Hill's
- ▶ How the Gut Microbiome Impacts Pet Skin, Joints & Oral Health
- ▶ Dissecting the economics of developing premium pet foods



Magazine Subscriber Demographics

Qualified Subscriber Primary Business & Job Function

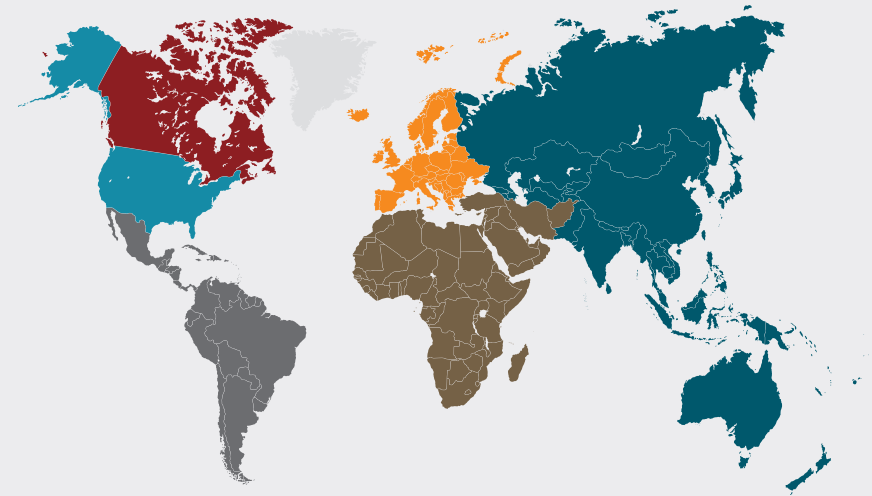
	Total	% of total	General Management	Marketing & Sales	Production Management	Purchasing	Nutritionist/Veterinary	QC/QA/Food Safety, R&D, Regulatory, Engineering	Consultant	Academia/Government/Associations	Other functions
Petfood Manufacturer	5,346	48.2%	1,672	1,058	432	301	359	1,425	61	5	33
Petfood Brand Owner/Marketer	653	5.9%	270	150	20	14	41	141	16	1	0
Petfood Distributor/Broker	600	5.4%	289	188	17	46	14	32	13	1	0
Petfood Retailer	1,100	9.9%	811	112	25	73	26	36	13	2	2
Importer/Exporter	164	1.5%	72	56	2	9	2	15	6	0	2
Consulting - Veterinary, Nutrition, Other	1,047	9.4%	324	145	17	8	217	104	221	10	1
University, Government, Industry Association	445	4.0%	82	54	5	1	30	97	9	166	1
Veterinary Practice	977	8.8%	411	15	24	6	498	6	14	2	1
Private Label Manufacturer/Co-Packer	488	4.4%	198	134	29	29	12	79	6	0	1
Others allied to the field	278	2.5%	51	113	2	10	21	72	9	0	0
Total Qualified Circulation	11,098	100.0%	4,180	2,025	573	497	1,220	2,007	368	187	41
			37.7%	18.2%	5.2%	4.5%	11.0%	18.1%	3.3%	1.7%	0.4%



Magazine Subscriber Geography

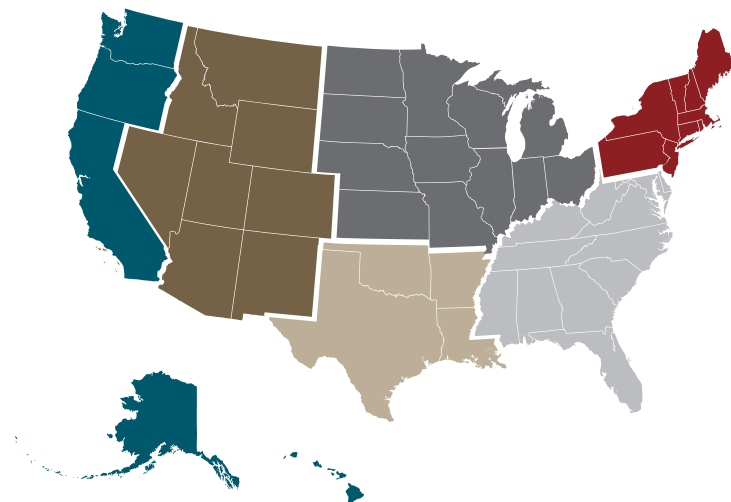
Subscribers by Global Region

	Count
US & US Possessions	7,388
Europe	1,358
Canada	853
Asia & the Pacific	788
Mexico, Central America, South America, Caribbean	554
Middle East & Africa	157
TOTAL	11,098



Subscribers by US Region

	Count
Midwest	2,887
Southeast	1,437
Northeast	984
Pacific	953
South Central	566
Mountain	539
US Unclassified & Possessions	22
TOTAL US	7,388



Source: Publisher's own data based on numbers from the Alliance for Audited Media's Consolidated Media Report for the 6-month period ending December 31, 2025.



Targeted Outreach for the Pet Food Industry

Petfood Industry can deliver your messages to a targeted audience of pet food professionals.

Audience Targeted Messages

Audience Targeted Messages help you reach the right people via email to generate leads, contact key decision-makers, and increase engagement. We tailor your list based on job functions, geographies, and industry segments, connecting you with qualified pet food industry professionals from around the world who have opted in to receive messages sent on behalf of Petfood Industry's advertisers and sponsors.



13,300

opt-in qualified pet food industry professionals to choose from



34%

average unique open rate for audience targeted messages

Audience Extension

Petfood Industry's Audience Extension keeps you visible to key decision-makers by retargeting website visitors. Using our proprietary data, we can target a specialized pet food industry audience via Google Search, YouTube, Facebook and LinkedIn, ensuring your message reaches the right professionals and keeps your brand top of mind.



88,394

pet food industry professionals in our global database



65%

maintain an active profile on LinkedIn



50%

maintain an active profile on Facebook



PETFOOD FORUM

PETFOODINDUSTRY®

Petfood Forum, organized and hosted by Petfood Industry, is the pet food industry's global conference and exhibition focused on research and technologies utilized in the development, formulation and processing of pet food and treats. **It is the industry's must-attend event for global networking and business, as well as for education on the latest research and trends in pet food manufacturing.**

Petfood Forum 2025 by the numbers



3,584

Total attendees from 49 countries on 6 continents



385

Exhibiting companies



190

Pet food manufacturing companies represented



29

Educational sessions covering nutrition, marketing, production and other topics important to the industry



71%

Top pet food manufacturing companies* in the US and Canada represented at Petfood Forum 2025



620

Attendees from pet food manufacturers with jobs in R&D, safety, quality, purchasing, production or senior management.

What attendees say**

95% attendees

that would recommend Petfood Forum to a colleague.

77% attendees

found new companies to do business with.

Most valuable experiences at Petfood Forum 2025

- ▶ **87% say networking** with industry partners, colleagues and suppliers
- ▶ **72% say meetings** with suppliers
- ▶ **60% say educational sessions**, Tech Talks and keynote speakers and presentations

79% of purchasers†

find information to guide their decision-making at industry events.

Source: Unless otherwise noted, Petfood Forum metrics are from 2025 registration data.

*Top companies defined as those listed in the July 2025 issue of Petfood Industry magazine.

**Petfood Forum 2025 Post-Event Survey

† Petfood Industry 2025 audience research.



Petfood Audience Engagement

PETFOODINDUSTRY®

Over **667,000 monthly opportunities*** to reach pet food industry professionals around the world utilizing Petfood Industry's portfolio

Petfood Industry offers **667,096*** opportunities each month to reach a global pet food industry audience with your communication initiatives. Here's how:



76,450

average monthly users on PetfoodIndustry.com



11,098

qualified subscribers to Petfood Industry Magazine



478,419

aggregate monthly distribution for Petfood Industry News daily newsletter



20,000

Facebook followers



59,239

aggregate monthly distribution for PetfoodIndustry.com Trending Topics weekly newsletter



16,930

LinkedIn followers



4,960

aggregate monthly distribution for Petfood Forum Brasil News weekly newsletter



667,096

monthly opportunities* to share your message with engaged pet food professionals through Petfood Industry products

Source: Alliance for Audited Media's Consolidated Media Report for the 6-month period ending December 31, 2025 unless otherwise noted. Petfood Industry is the only AAM-audited brand serving the global pet food industry, assuring that qualified professionals in relevant roles see your message. ***667,096 monthly opportunities calculated as follows:** (76,450 average monthly users on PetfoodIndustry.com) + (Petfood Industry eNews average total net distribution per month of 478,419) + (PetfoodIndustry.com Trending Topics average total net distribution per month of 59,239) + (Petfood Forum Brasil News average total net distribution per month of 4,960) + (11,098 monthly magazine subscribers) + (16,930 LinkedIn followers) + (20,000 Facebook followers)



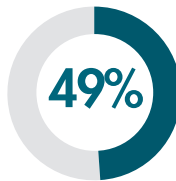
Industrial Buying Influence & Media Usage in Pet Food Manufacturing

In 2025, Petfood Industry surveyed its audience to learn more about the global pet food manufacturing industry's purchasing process and how media is used during their research to buy. The survey's findings were analyzed and developed into a special report, Petfood Industry's Industrial Buying Influence & Media Usage in Pet Food Manufacturing, which is the industry's only comprehensive study specific to the pet food manufacturing industry. Report highlights:

Media usage

Industry websites

49% of industry professionals visit industry websites at least monthly.



Digital content

42% of industry professionals said research reports, digital reports and ebooks were among the top 3 most helpful information sources to their job or business.



Industry magazines

84% of industry professionals use trade magazines in their jobs.



Events

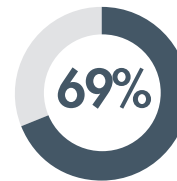
79% of purchasers rely on in-person events as information sources during their purchasing research.



Advertising influence & purchasing

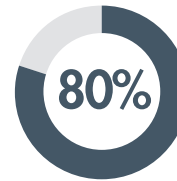
Replacing vendors

69% of purchasers indicate they could replace vendors within the next 12 months.



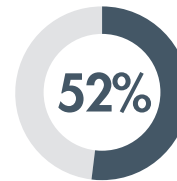
Ad effect

80% of respondents took an action as a result of ads in industry trade media.



Event sponsorships

52% of respondents agree that they are more likely to do business with a company that sponsors tradeshows or events.



Content creation

66% of respondents agree that they are more likely to do business with a company that creates and shares content in industry media.

