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Illuminating Market Research

Colorado Pet Products

What draws shoppers in, and what brands should test next

Consumer insights from the Buy Colorado Day Evaluation. This report covers discovery, brand familiarity, product interest, and ways to build on the findings in 2027 and beyond.

37%

Category discovery

164 of 446 selected the category for discovering new brands.

78%

Offer consideration

128 of 164 category respondents selected at least one tested brand.

54%

First-purchase potential

89 of 164 selected a tested brand they had never bought.

5 tested brands. The offer was hypothetical: listed products at least 50% off on March 3. Use the results to guide research, not to forecast sales at regular price.

Learn more about Buy Colorado Day

Where the opportunity is

Use these findings to decide whom to study, which product to feature, and what to validate before investing.

Category interest is not brand awareness	164 of 446 respondents selected this category for discovery. In that group, 156 had never heard of at least one tested brand. Across all 820 brand ratings, 65% were unfamiliar. **Decision: Introduce the product and the brand rather than assuming category interest is enough.**
There are two ways to earn a first purchase	27% considered a familiar brand they had never bought, and 40% considered a brand they had never heard of. These groups overlap. **Decision: Test a straightforward product introduction separately from a reason-to-try message.**
The product shortlist	Pet food ranked first at 58%. Treats followed at 54%. The two results are close in this sample. **Decision to explore: fit for the pet and confidence to switch.**
Check what lasts beyond an offer	32% of selected respondent–brand pairs were past buyers. That is a different opportunity from introducing the brand to new shoppers. **Decision: Measure first-time and repeat orders separately in any subsequent pilot.**

Q4 n=446; Q15 and Q21 category base n=164; Q21 × Q29, matched at respondent level.

What shoppers wanted to see featured

Share of the 164 category respondents selecting each product type at 50% off or more. Multiple selections were allowed.



WHAT IT MEANS FOR A BRAND

Pet food can be a starting point if it fits the range. Test a product people can understand quickly. Test how sizing, ingredient information, or product-use demonstrations affect confidence.

Q15, category base n=164. “Other”: 3 selections, not plotted. Product-type interest is not a preference for individual products or prices.

Discovery and first purchase are different jobs

The first table counts individual people. The second counts respondent–brand ratings, so one person can contribute multiple ratings.

Among category respondents	People	Share
Considered at least one tested brand	128 / 164	78%
Considered at least one tested brand never bought	89 / 164	54%
Considered a familiar brand never bought	45 / 164	27%
Considered an unfamiliar brand	66 / 164	40%

The last two groups overlap: 22 respondents did both.

Prior brand relationship	Ratings	Selected	Rate
Unfamiliar	534	128	24%
Aware nonbuyer	154	55	36%
Past buyer	132	85	64%

WHAT IT MEANS FOR A BRAND

Keep brand discovery, first purchase, and retention separate when setting objectives. The same shopper can be new to one brand and already buy another. A single combined rate hides that difference.

Q21 × Q29. The lower table pools 820 ratings across 5 brands. Rates use the relationship group as the denominator.

Compare starting points, not just ranks

Overall consideration uses all 446 survey respondents. The other columns use the category or relationship group shown.

Brand	Overall	Unfamiliar share	Unfamiliar rate	Aware nonbuyer rate	Past buyer rate
KONG	20.4% (91)	20%	31% (10/32)	35% (12/34)	70% (69/98)
Only Natural Pet	11.9% (53)	70%	32% (36/114)	32% (13/41)	44% (4/9) *
I and Love and You	11.0% (49)	69%	23% (26/113)	43% (16/37)	50% (7/14) *
Bixbi	9.0% (40)	84%	21% (29/138)	41% (9/22)	50% (2/4) *
Atlas Pet	7.8% (35)	84%	20% (27/137)	25% (5/20)	43% (3/7) *

* A subgroup smaller than 20; use as directional only. Unfamiliar share is the share of the category base that had not heard of the brand.

Discovery example	Only Natural Pet: 36 of 114 respondents unfamiliar with the brand considered it. This is a research lead, not a sales forecast.
First-purchase example	I and Love and You: 16 of 37 respondents who knew it but hadn’t bought it considered it. This is a research lead, not a sales forecast.
Repeat-purchase example	KONG: 69 of 98 past buyers considered it. This is a research lead, not a sales forecast.

Q21_1–Q21_5 and Q29. Multiple brands could be selected. Small differences are not treated as meaningful rankings.

Use audience patterns to design tests

Age comparisons are descriptive. Brand overlap can generate ideas, but selecting two brands did not mean a shopper would buy them together.

Age group	Discovery interest[1]	Any brand offer[2]	Top product type in group[2]
18–34	40% (31/78)	81% (25/31)	Pet food 58% (18/31)
35–54	34% (75/219)	75% (56/75)	Treats 59% (44/75)
55+	39% (58/149)	81% (47/58)	Pet food 66% (38/58)

[1] Among all respondents in the age group. [2] Among category respondents in the age group.

Brands considered by some of the same people

Pair selected by the same respondent	Count
KONG + Only Natural Pet	34
I and Love and You + Bixbi	32
KONG + I and Love and You	30

WHAT IT MEANS FOR A BRAND

Use overlap to decide which alternative to include in a follow-up study. Ask what shoppers buy today and why. A shared audience does not establish a competitive switch, bundle opportunity, or joint purchase.

Q1 × Q4, Q15, Q29. Co-selection uses the full n=446 base. Group-level observations are not population estimates.

Fit for the pet and confidence to switch

Here are three ways to build on the survey. They can inform decisions even if a brand does not participate in Buy Colorado Day.

1. Identify what matters	Compare a product-led message with a pet-need-led message at the same price. **Outcome: a clearer hypothesis about what shoppers need to see or understand.**
2. Test before investing	Test how sizing, ingredient information, or product-use demonstrations affect confidence. **Outcome: a focused recommendation on which version merits a larger test.**
3. Validate with your own data	Separate first-time brand orders from reorders or replacements; analyze by pet and product type. **Outcome: an evidence-based decision on what to expand, revise, or stop.**

KEEP THE SURVEY AND THE TEST DISTINCT

Compare alternatives with the audience, product, and price defined in advance. For any live pilot, separate stated interest from observed outcomes and track the measure that matches the decision.

Lara Fordis | Fordis Consulting

Book 20 minutes to discuss how existing and new research could support your growth decisions.

Email Lara Fordis to book 20 minutes

How to read the numbers

Buy Colorado Day Evaluation: 446 respondents. The Pet Products analysis focuses on the 164 respondents who selected this category in Q4.

Q4 | Category discovery	In which of the following categories are you most interested in discovering new brands? (Select 3-6)
Q15 | Product types	Which types of products within the Pet Products category would you most want to see listed on Buy Colorado Day at 50% off or more? (Select up to 3)
Q21 | Brand relationship	Which of the following best describes your experience with the following brands in the Pet Products category? (Select one answer per brand)
Q29 | Consideration	Suppose each brand below participated in Buy Colorado Day and every product it listed on Buy Colorado Day was at least 50% off on March 3. Which, if any, brands would you consider purchasing from?
How we calculated the shares	Overall brand rates use all 446 respondents. Category and product counts use 164; relationship rates use the stated subgroup. Brand ratings and selections were joined by respondent. Multi-select percentages can sum to more than 100%.
What the survey did not measure	These results describe the sample. It did not measure actual purchases, discount lift, product-level preferences, or purchase intent at regular price, and does not establish a representative statewide estimate.

Additional inputs: Q1 for age bands. All percentages are unweighted and rounded.