

Pet Performance P3 March 2026

Summary

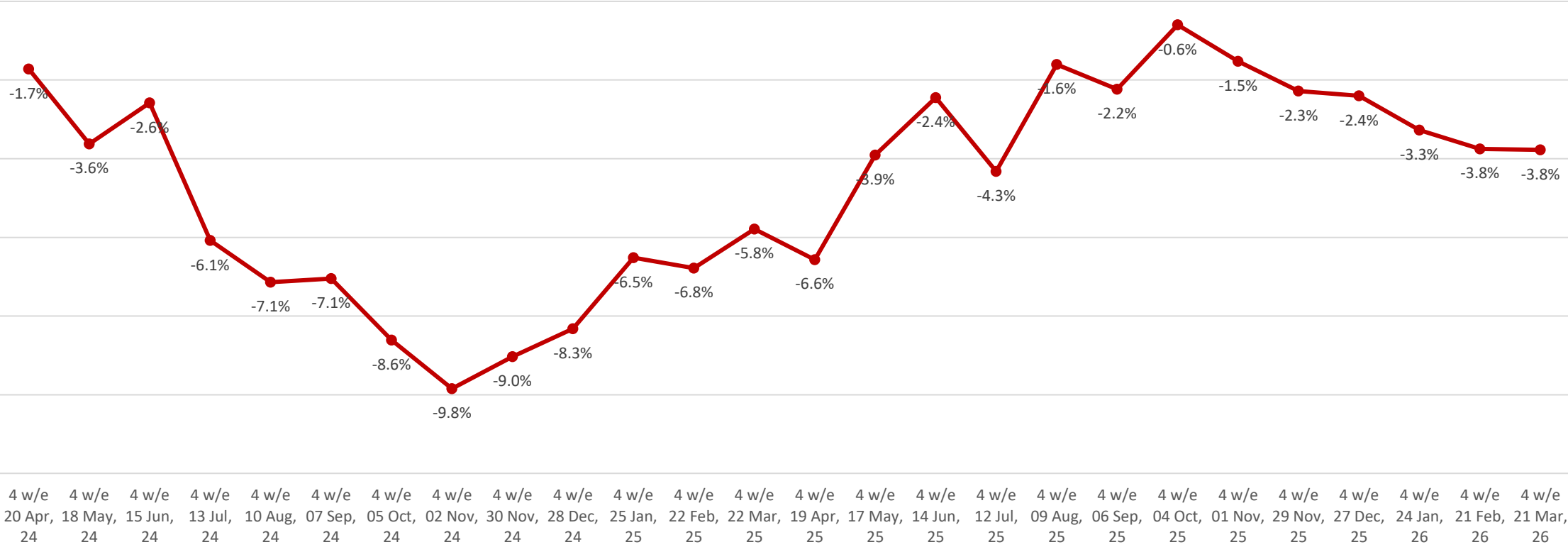
- In Pet, symbols & Independents Value latest 52 weeks performance 3.0% but dipping 12 wks -3.6% & 4 wks -3.8% driven by. L4wks performance dipped a bit -3.7% driven by Mars and Private label & IPN declines

Key Highlights for Symbols and Indies

- **Top 10** selling lines are **PMP's**.
- **Felix AGAIL meaty selection 12 x 85g PMP** is the **#1 selling pet food line**.
- **Top 4** Selling Single Serve lines are Felix **and 8 out of the top 10** selling Single Serve lines are Felix .
- **Top 4** Selling Luxury wet cat lines are Gourmet and Gourmet Perle Connoisseurs Collection 12 x 85g PMP is the top selling Luxury Line.
- **Purina One 600g PMP** has the **#1 selling Total dry cat line** in symbols and Independents.
- **Go Cat** has 3 lines in the top 5 of Total Dry cat.
- **Winalot Pouch** remains clear **number one** over **double** the size of Pedigree Pouch & Cesar in Symbols and Independents.
- **Winalot** Chicken in jelly 400g in the top selling can and Winalot Pouch has the top three selling Dog pouch.
- **Bonio** clear number one in dog biscuits .
- **Bakers** has the **top 4** selling dry dog lines in Symbols and Independent

Symbols and Indies performance has dipped Mars & Private label pulling down performance and recently IPN gone into decline .

Cat and Dog Food Rolling 4 wks Value % Change vs LY

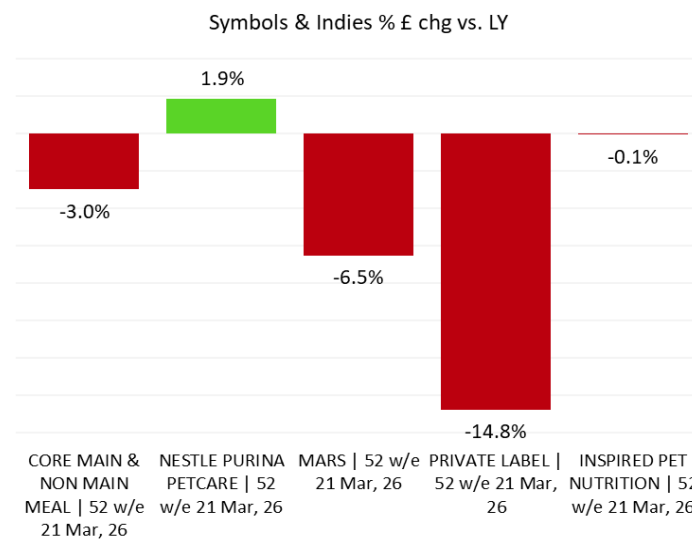


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Source: Circana Market Advantage | Symbols and Indies | rolling 4 wks 21st March 2026

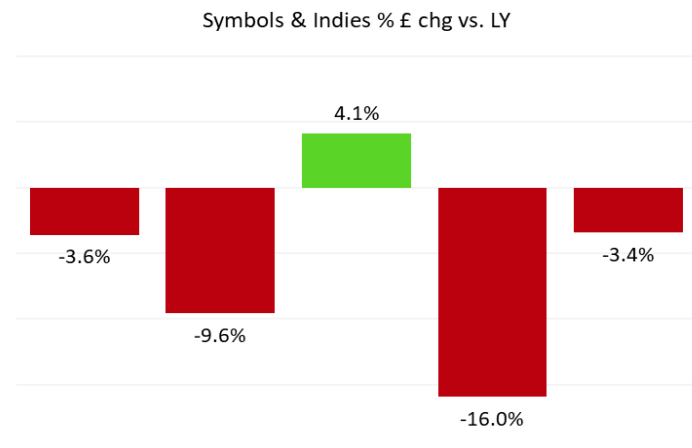
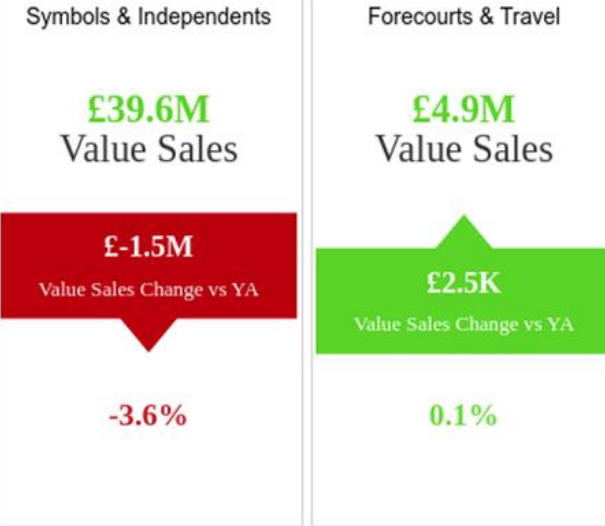
Symbols and Indies performing behind Total Market. Mars & Private label pulling down performance. Purina growing ahead of the category +1.9%



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L12 wks, Symbols & Indies value decline slowed to -3.6% with Purina performing ahead of the category +4.7%. IPN slipped into decline -3.4%



CORE MAIN & NON MAIN MEAL | 12 w/e 21 Mar, 26
 MARS | 12 w/e 21 Mar, 26
 NESTLE PURINA PETCARE | 12 w/e 21 Mar, 26
 PRIVATE LABEL | 12 w/e 21 Mar, 26
 INSPIRED PET NUTRITION | 12 w/e 21 Mar, 26

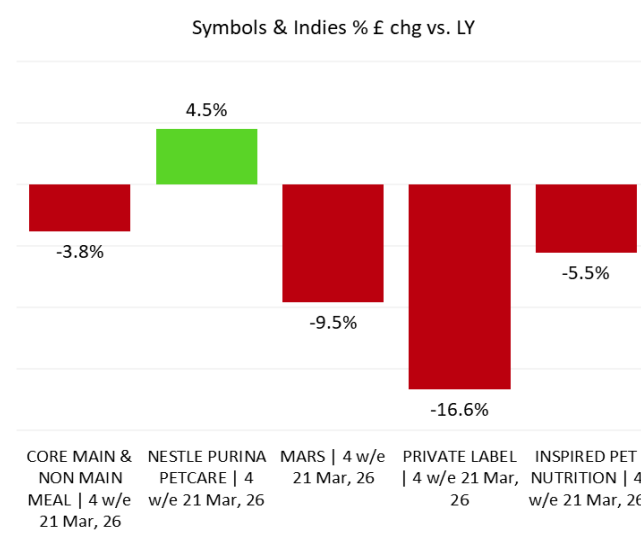
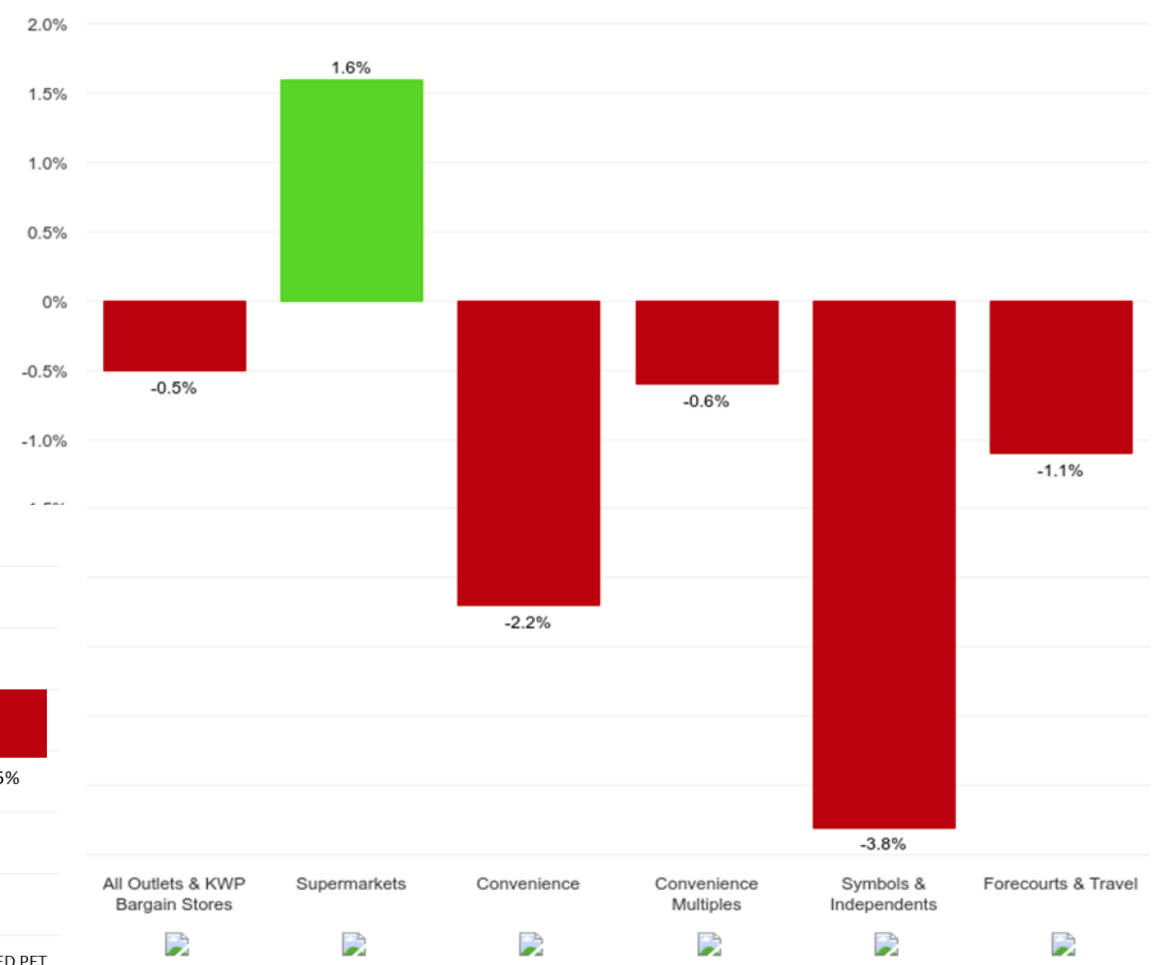
All Outlets & KWP Bargain Stores Supermarkets Convenience Convenience Multiples Symbols & Independents Forecourts & Travel

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L4 wks most C mults convenience dipped into decline -3.8%. Symbols & Indies Purina performing ahead +5.2% PL & IPN dipping on 12 Wks

Category	Value Sales	Value Sales Change vs YA	% Change vs YA
All Outlets & KWP Bargain Stores	£282.9M	£-1.5M	-0.5%
Supermarkets	£217.4M	£3.3M	1.6%
Convenience	£29.7M	£-655.3K	-2.2%
Convenience Multiples	£14.2M	£-90.3K	-0.6%
Symbols & Independents	£13.3M	£-520.5K	-3.8%
Forecourts & Travel	£1.6M	£-18.3K	-1.1%



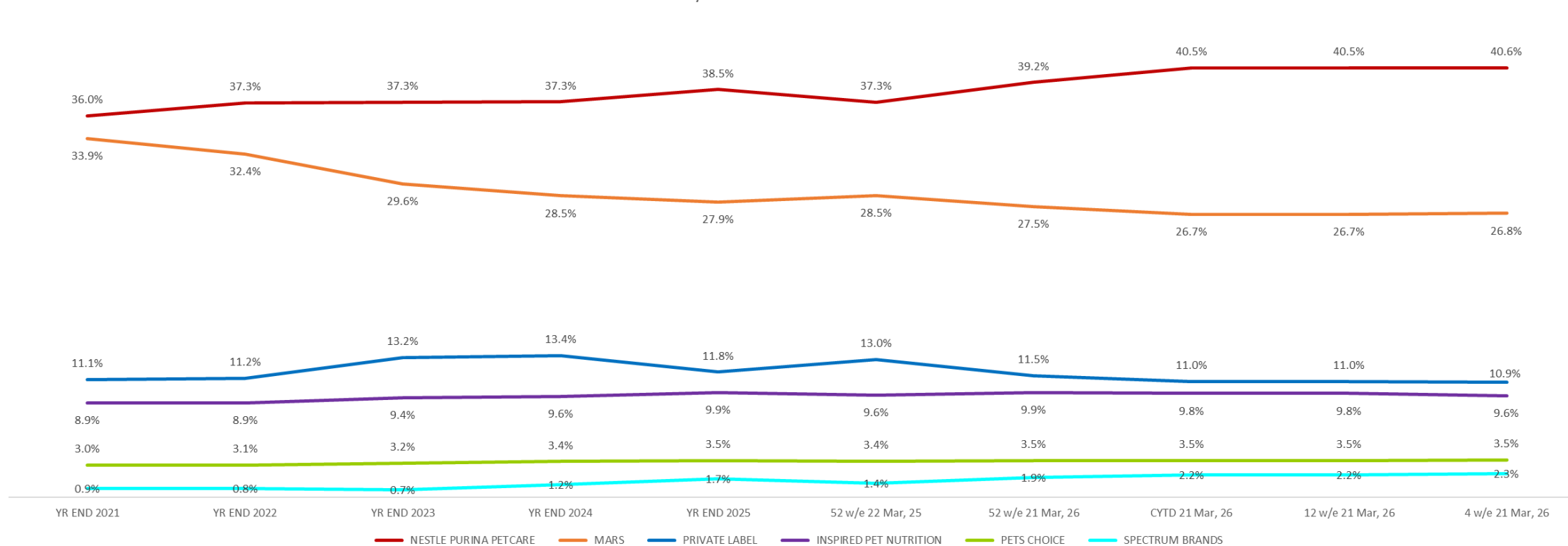
CORE MAIN & NON MAIN MEAL | 4 w/e 21 Mar, 26
 NESTLE PURINA PETCARE | 4 w/e 21 Mar, 26
 MARS | 4 w/e 21 Mar, 26
 PRIVATE LABEL | 4 w/e 21 Mar, 26
 INSPIRED PET NUTRITION | 4 w/e 21 Mar, 26

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 **Nestlé PURINA**

Purina remain clear number one in Symbols and Independents with gains in 2025. Mars & PL continue to lose share & Spectrum brands have grown

Symbols & Indies Value share



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In Symbols and Indies Luxury, Advanced Nutrition Dry Cat & Cat Treats are the areas still in growth

GROWTH ON :

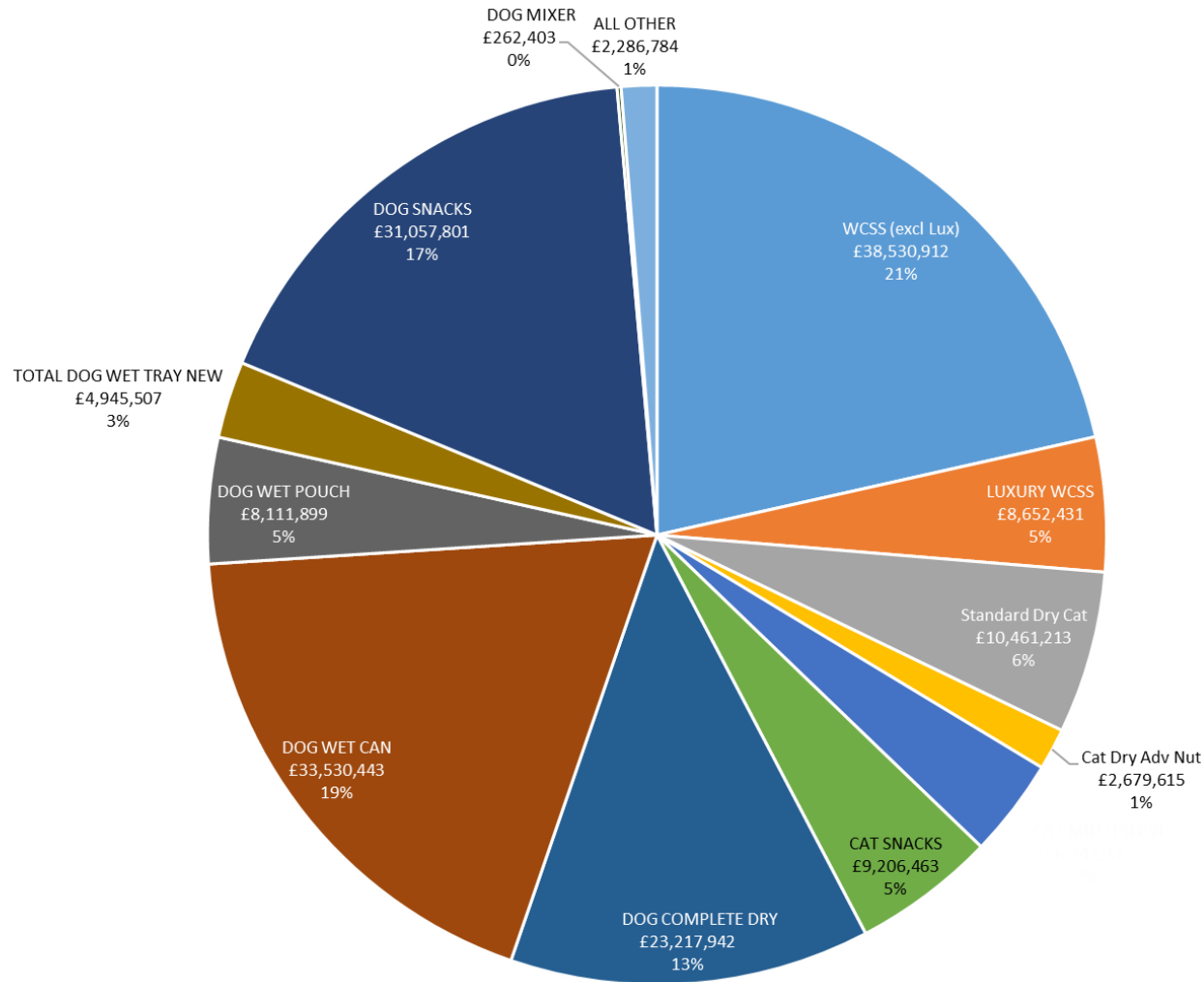
Wet cat
Gourmet, Sheba,
Felix

Dry Cat
Purina One

Cat Treats
Dreamies & Felix

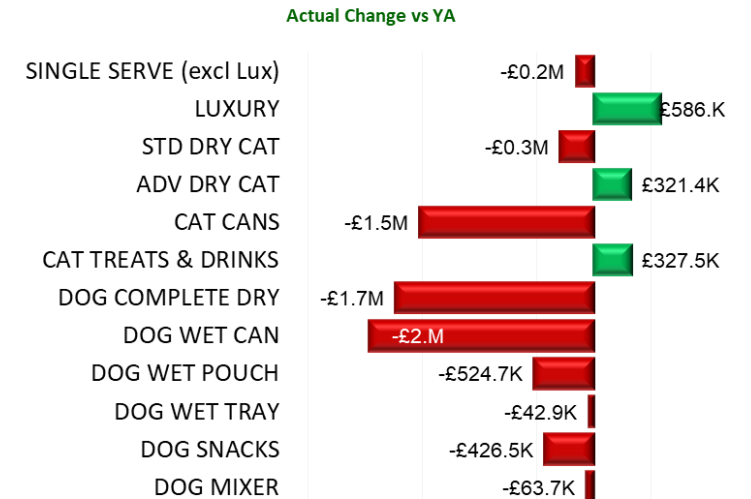
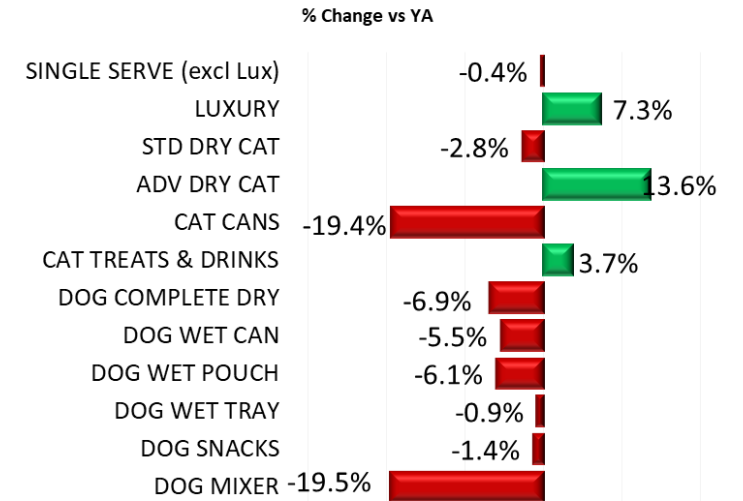
Dog Snacks
Bakers
Goodboy

Wet Dog
Butchers Trays
Winalot Cans



Total £179.3m -3.0%

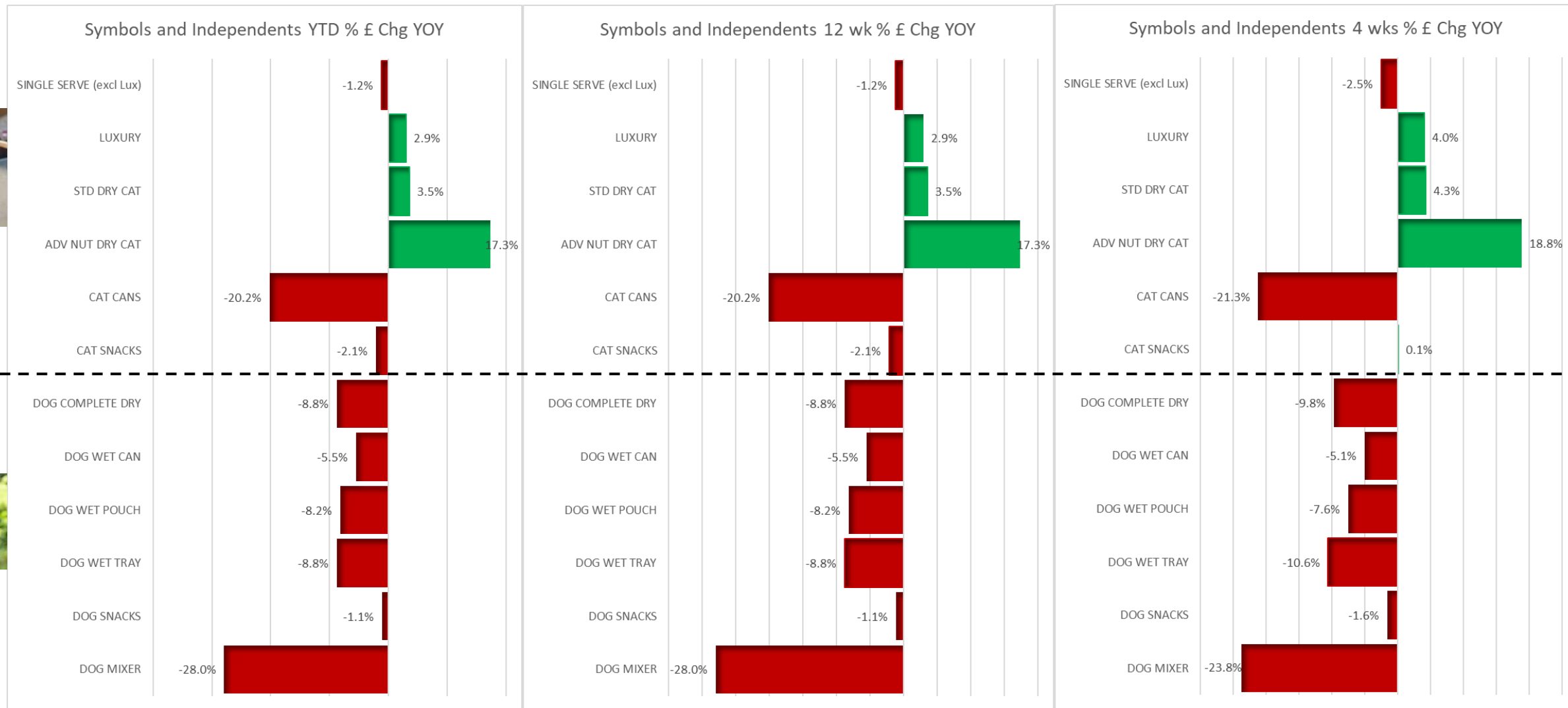
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Decline -£5.5m

 Nestlé PURINA

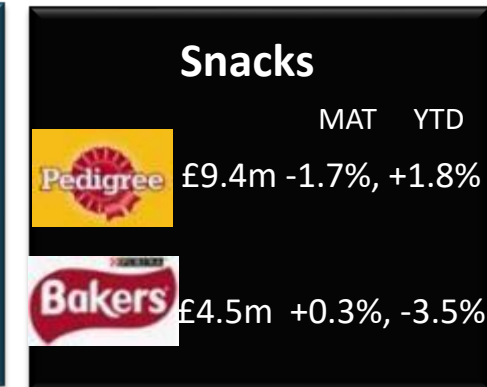
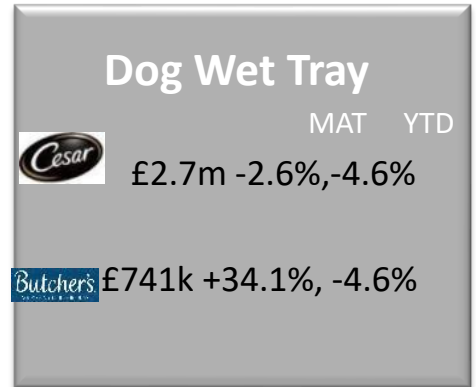
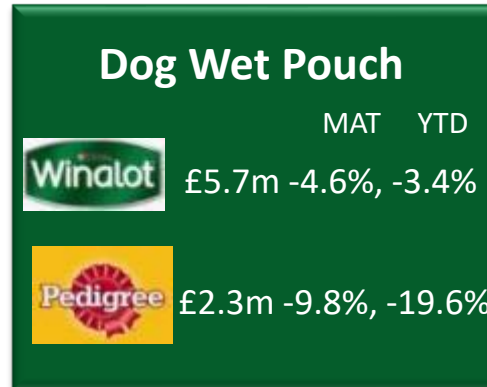
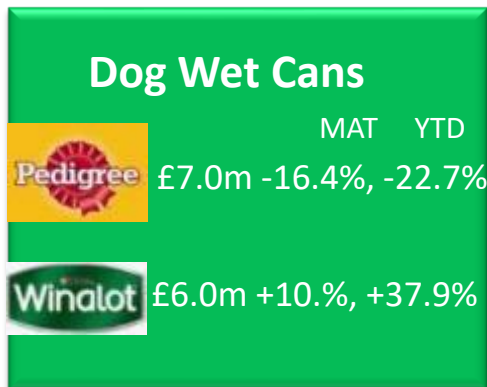
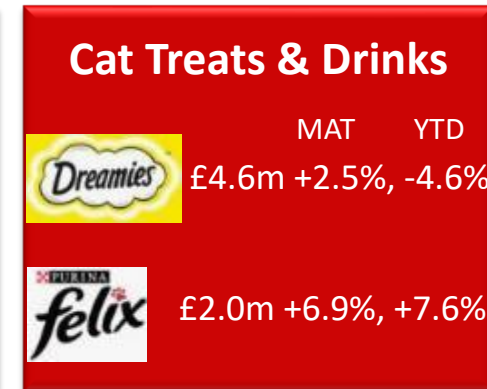
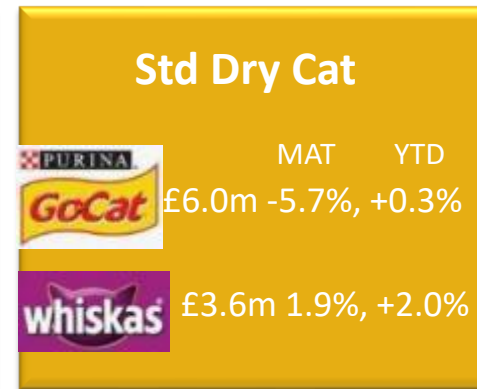
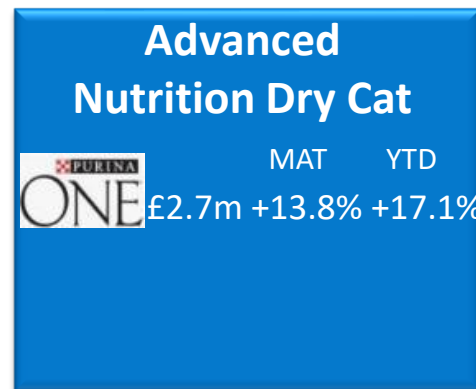
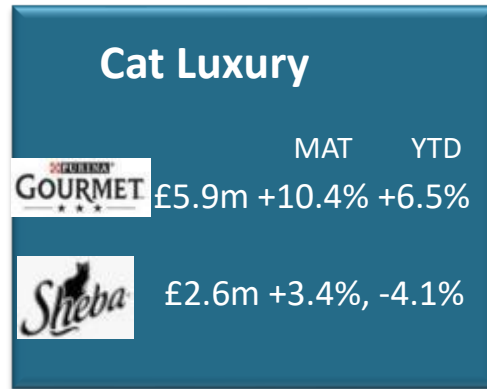
Cat is Outperforming Dog. Single serve decline is driven by Whiskas. Dog is struggling across all segments with Wet & Dry Dog biggest £ declines



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 **Nestlé PURINA**

Purina has the number One brands across Main Meal Cat, Dry Dog and Dog Pouch in Symbols and Independents

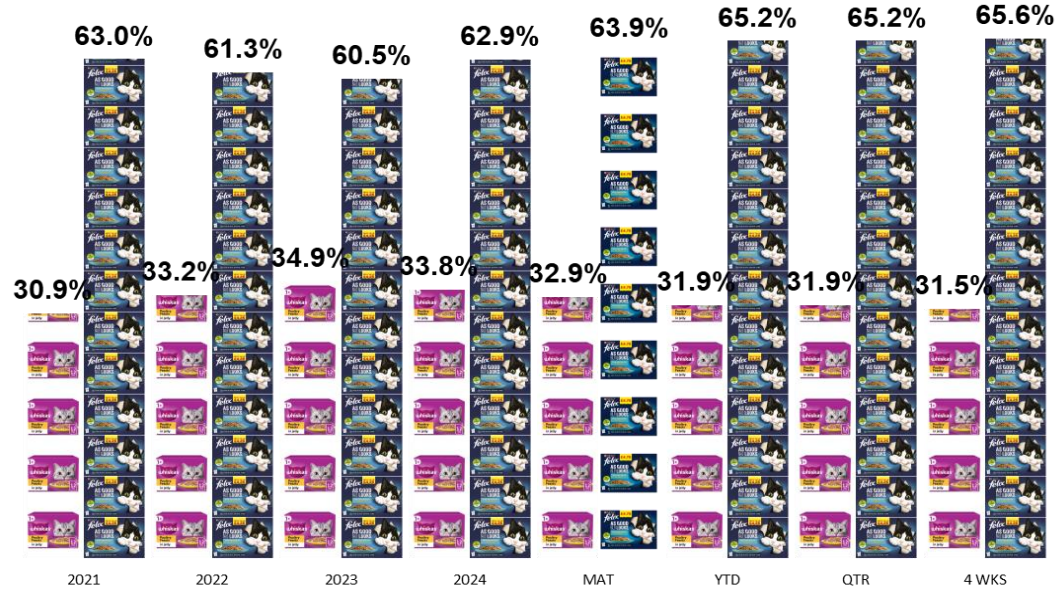


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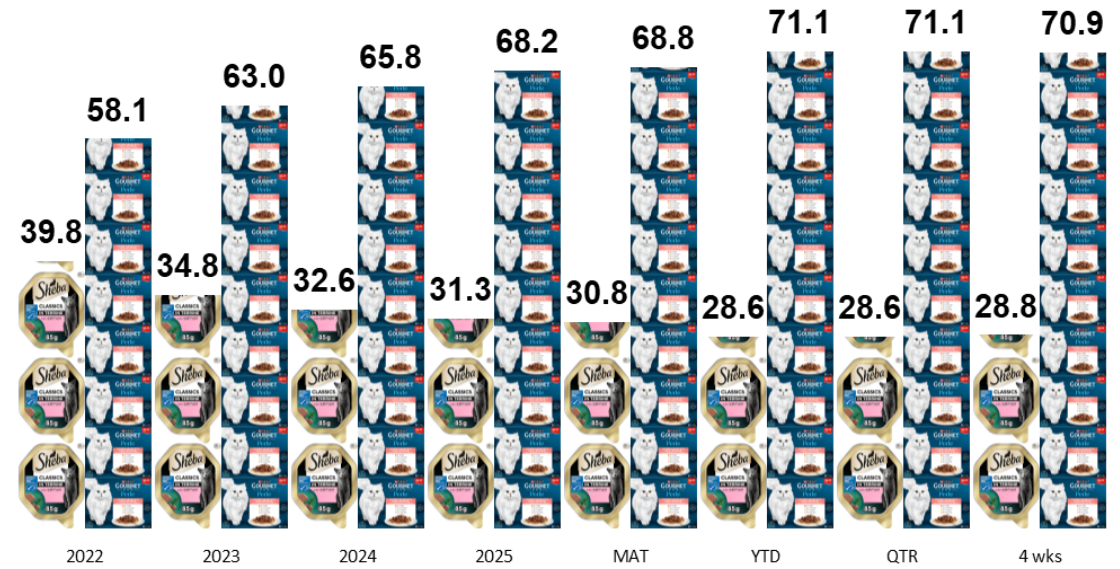
 Nestlé PURINA

Purina Big Bets Share, with a record share on Gourmet 70.7% L4wks

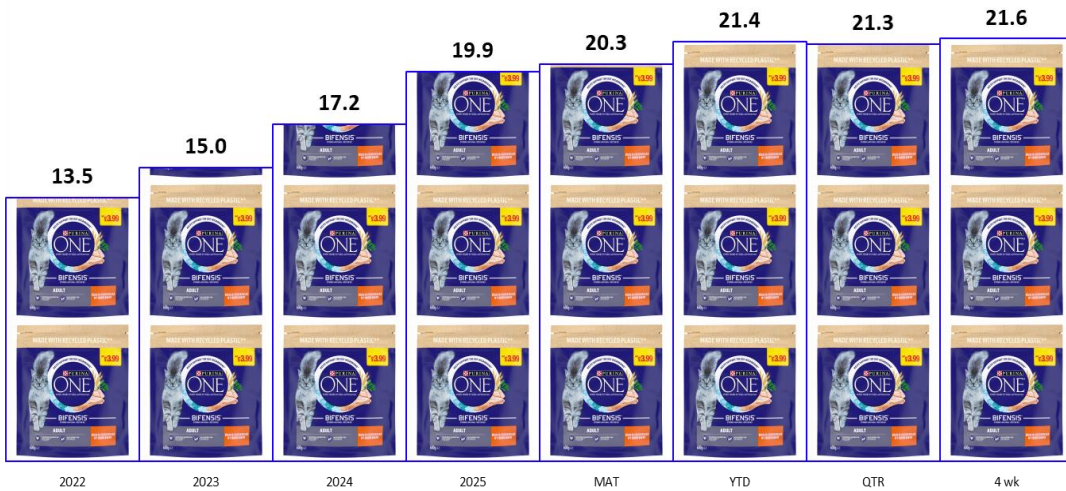
Share of Single Serve



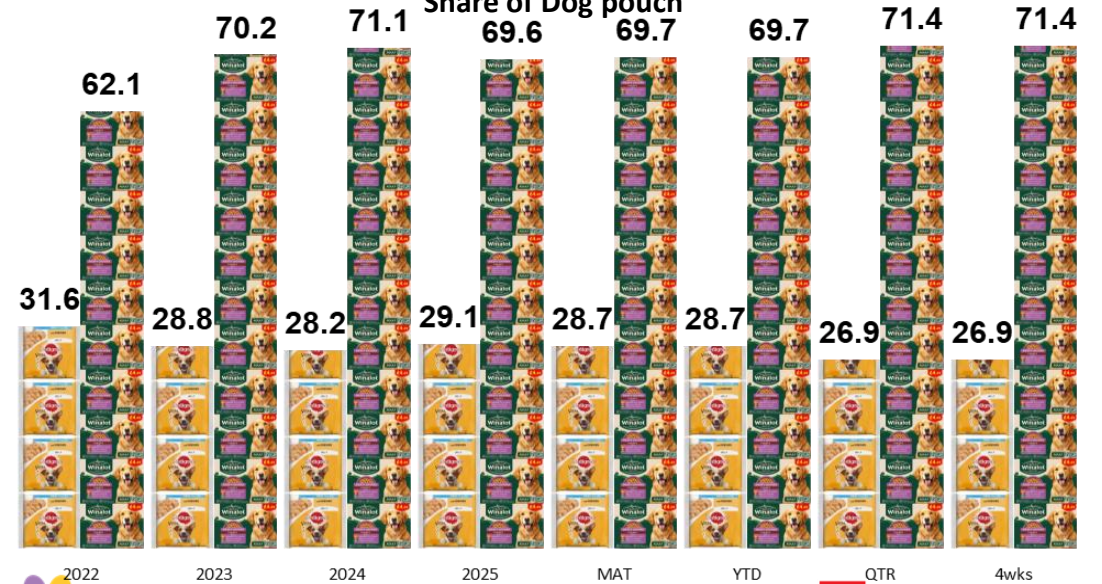
Share of Luxury Wet cat



Purina One Share of Total Dry Cat



Share of Dog pouch



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Total Market has returned to growth. Luxury, Cat Treats, Dog Trays and Dog Snacks are delivering strong sales to the Total Category

MAT GROWTH ON :

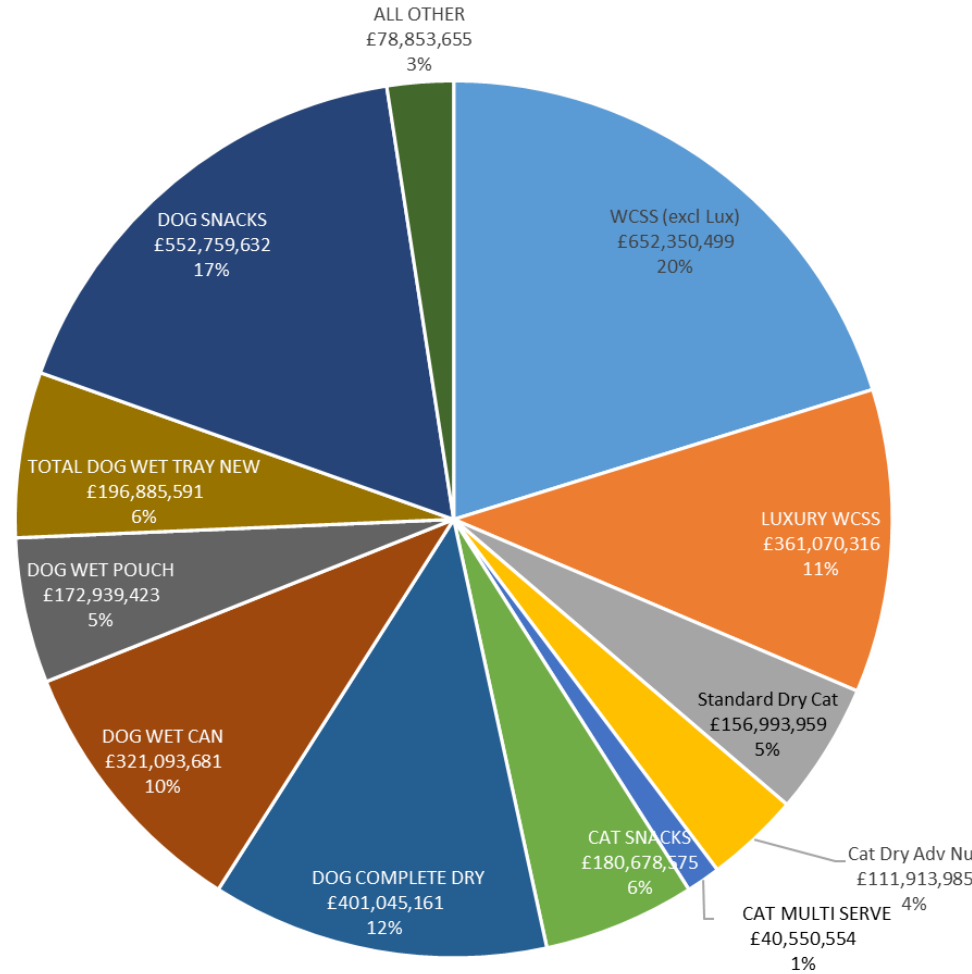
Wet Cat
Gourmet & Sheba

Cat Treats
Dreamies

Dry Cat
Purina One, Whiskas
Iams

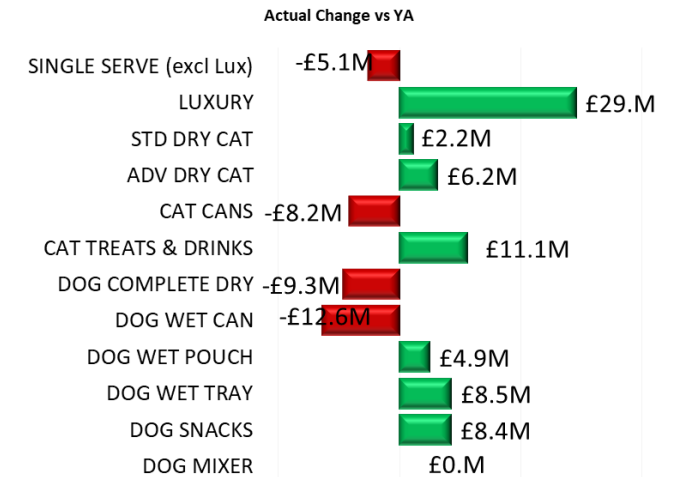
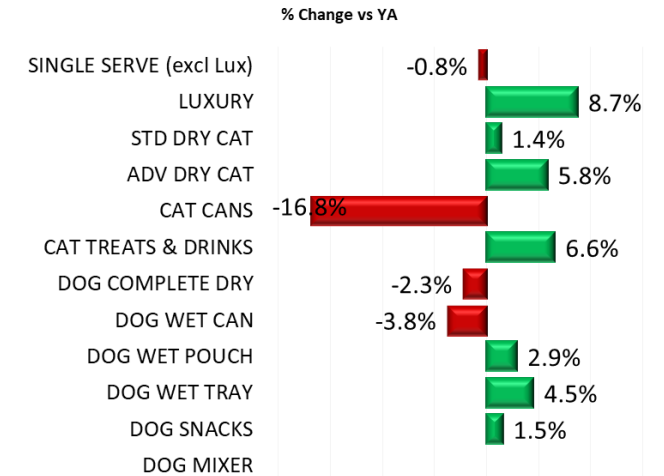
Wet Dog
Butchers Trays & Cans
Winalot Pouch

Dog Snacks
Goodboy



Total £3.2bn +1.2%

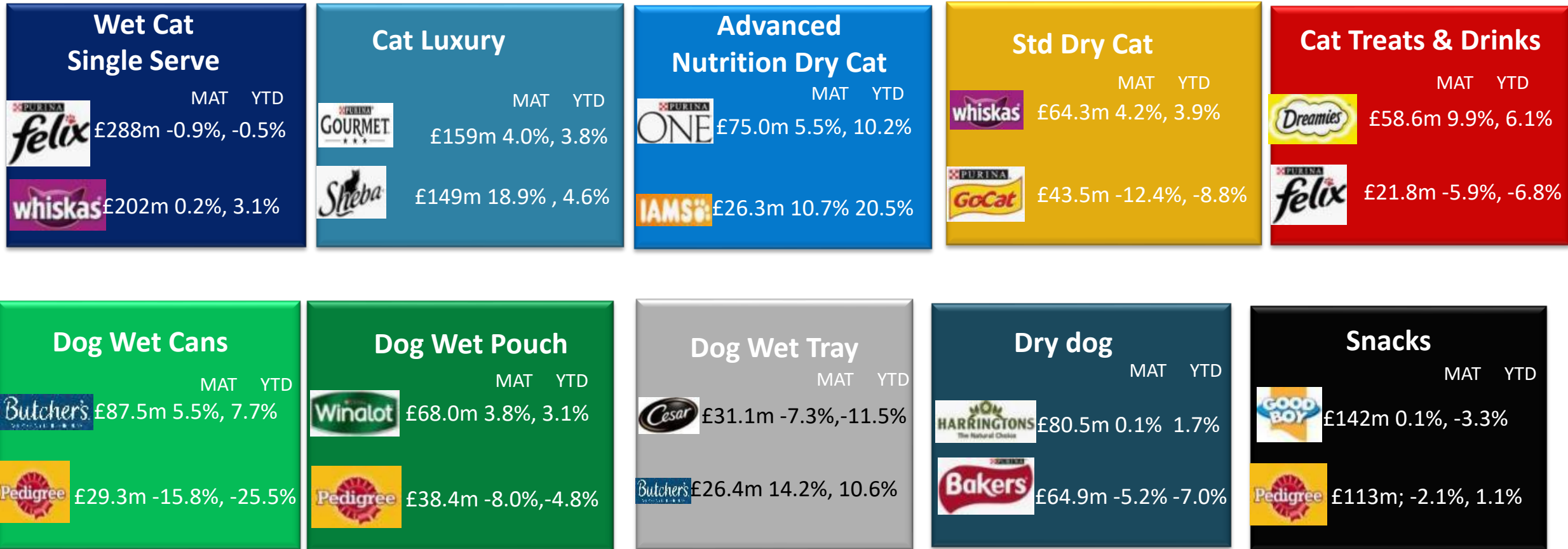
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Growth +£39.1m

 Nestlé PURINA

Total market Top 2 Brands by Segment



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In Convenience Mults the top Value sale growth drivers are Luxury, Dog Snacks, Dog Trays & Cat Treats and Drinks

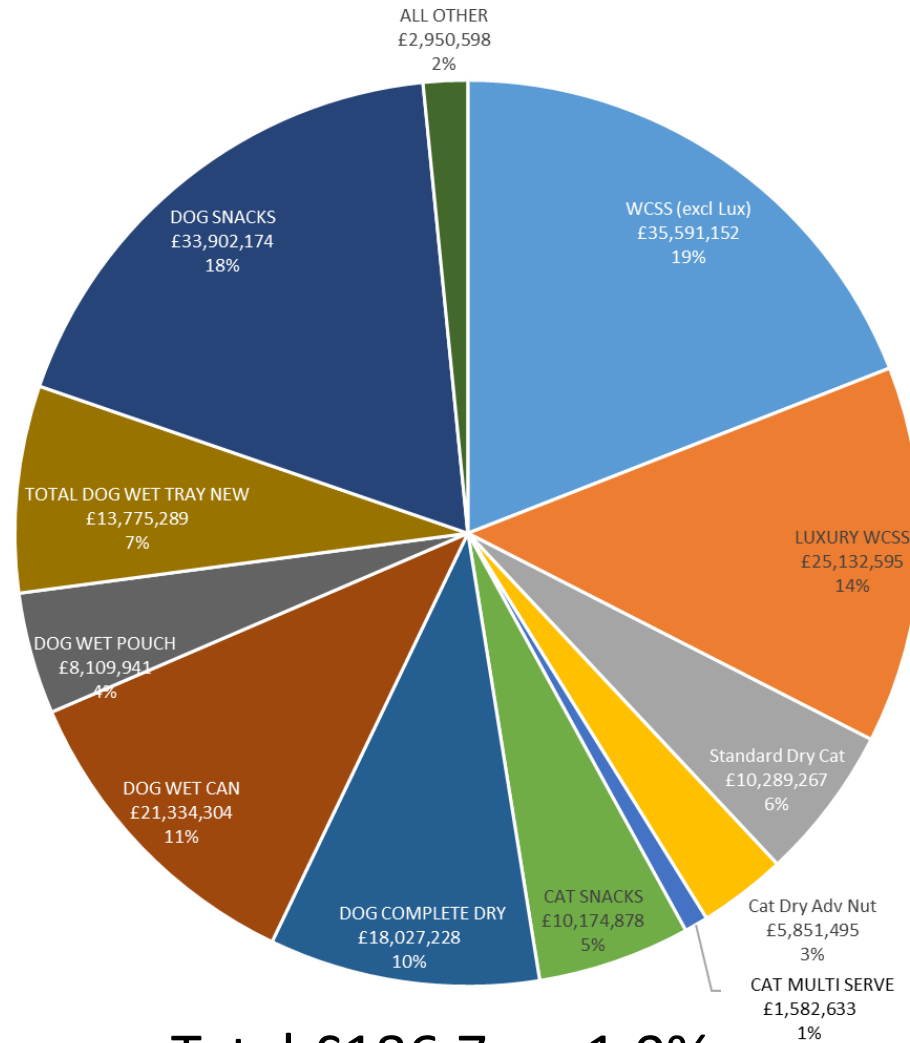
MAT GROWTH ON :

Wet Cat
Gourmet & Sheba

Cat Treats
Felix, Dreamies,
Webbox

Dog Snacks
Goodboy

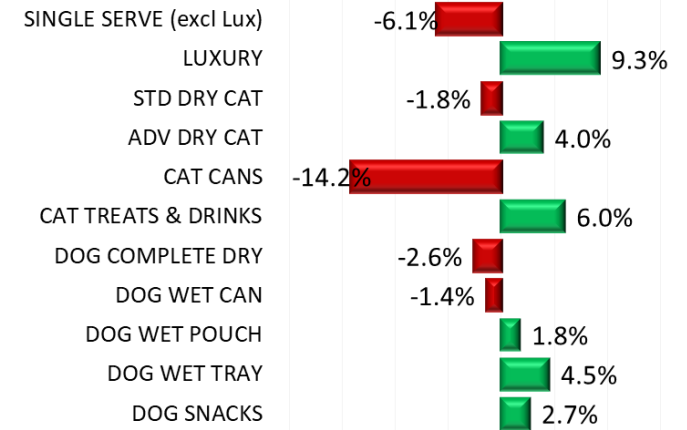
Wet Dog
Winalot Pouch
Butchers Cans
Natuero Trays



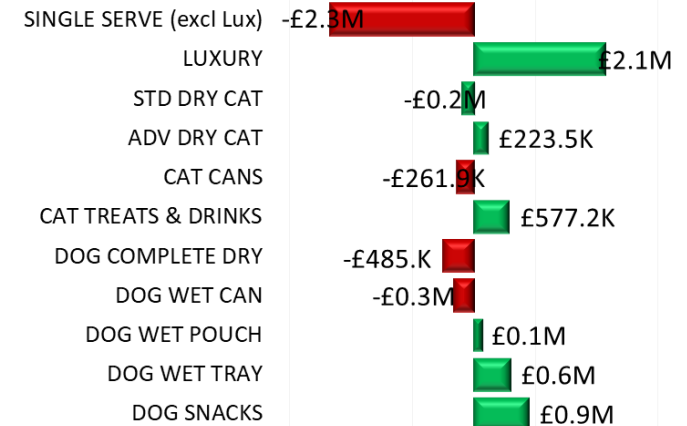
Total £186.7m +1.0%

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% Change vs YA



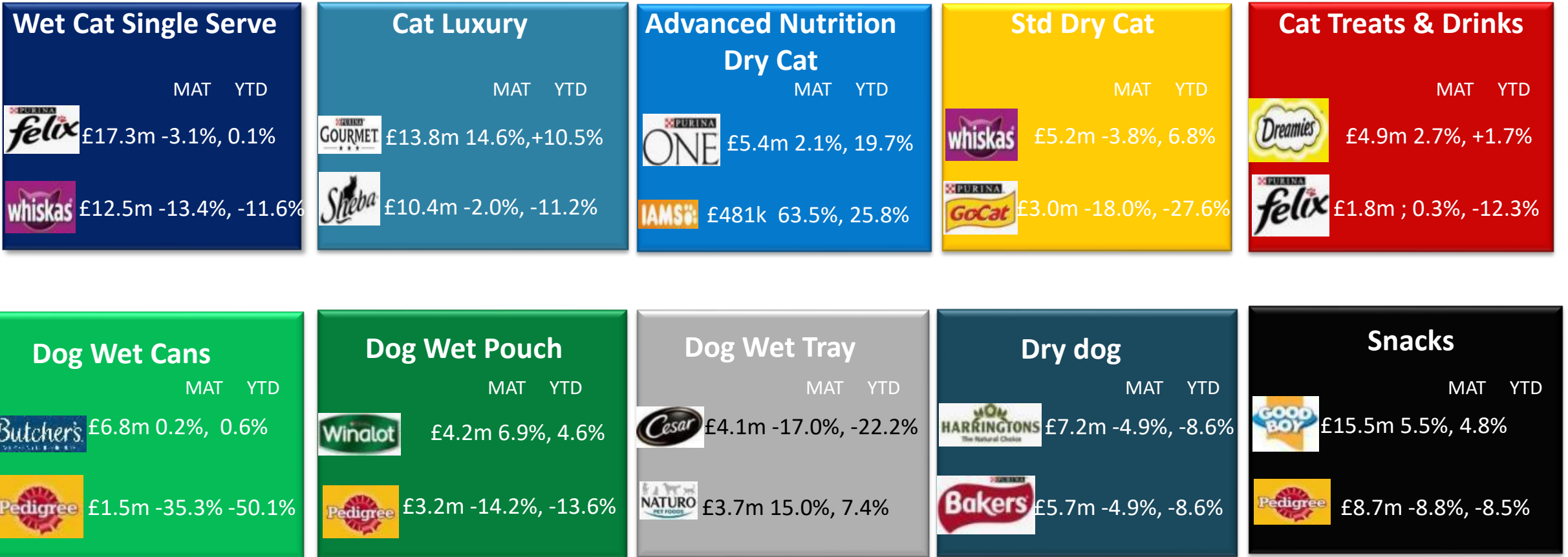
Actual Change vs YA



Growth +£1.8m

 Nestlé PURINA

Convenience Mults top 2 brands by Segment



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