Pet Products industry overview

Q2 2025 vs. Q2 2026 recap

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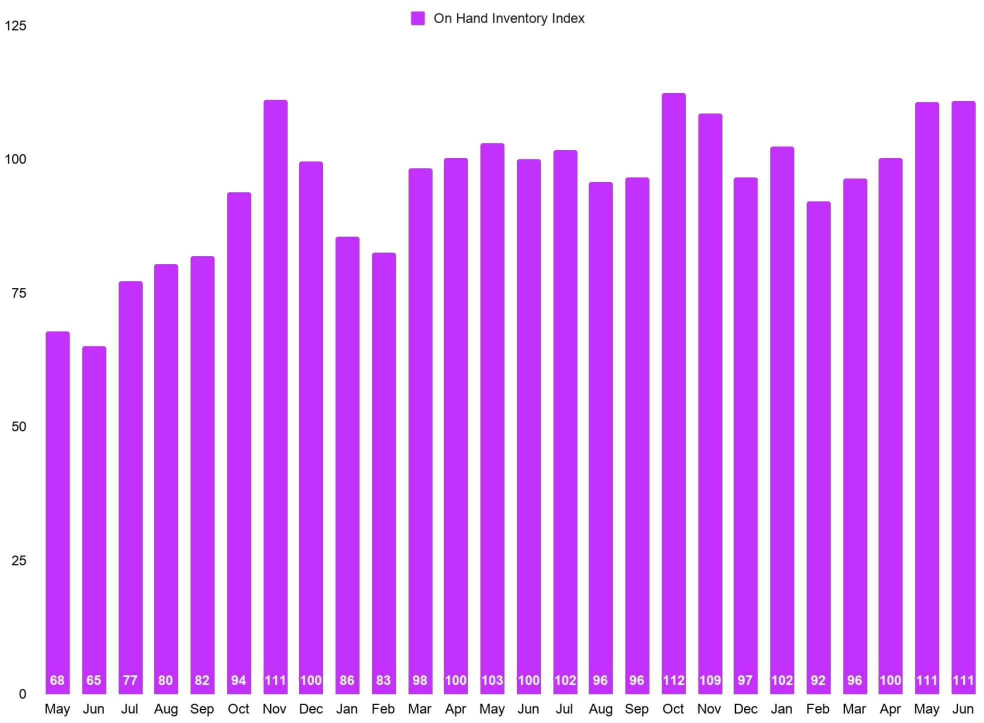
ON HAND INVENTORY

Pet on-hand inventory up +11% YoY in June; Rep OOS fell 1pp to 1%

Pet now has the best in-stock rate in the portfolio at 1%. The combination of inventory discipline and availability improvement is the standout supply-chain story in Q2.

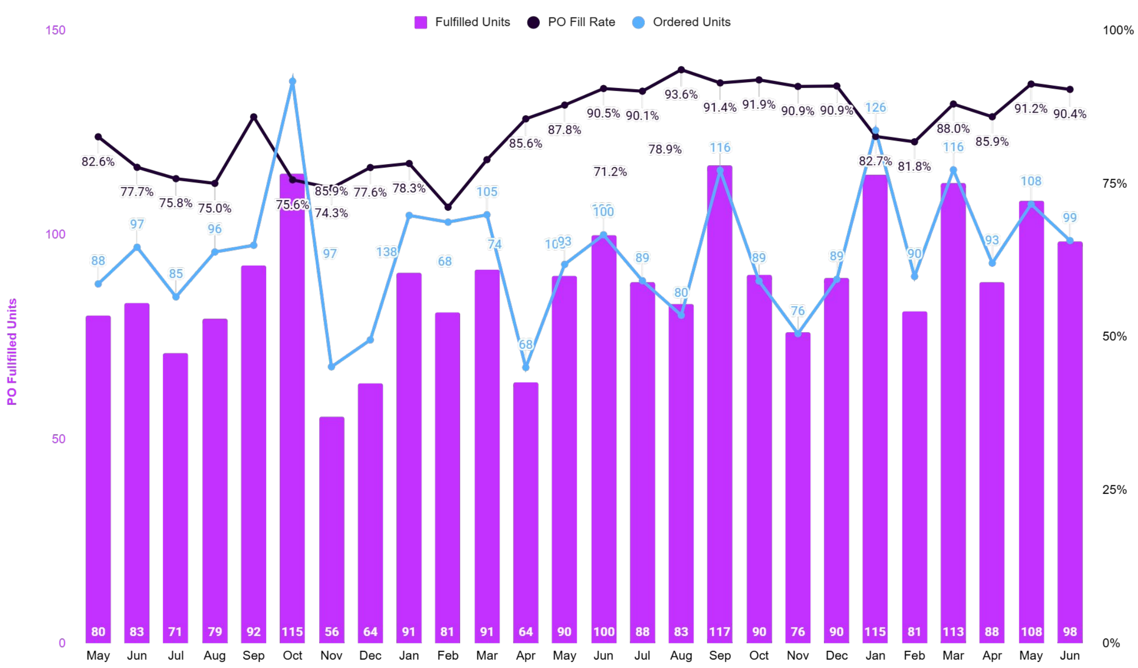


Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from May 2024 to June 2026.

FULFILLMENT

Pet fulfilled units +16% YoY, fill rate improved +1pp to 89%

This suggests supply chain execution is fully keeping pace with demand.

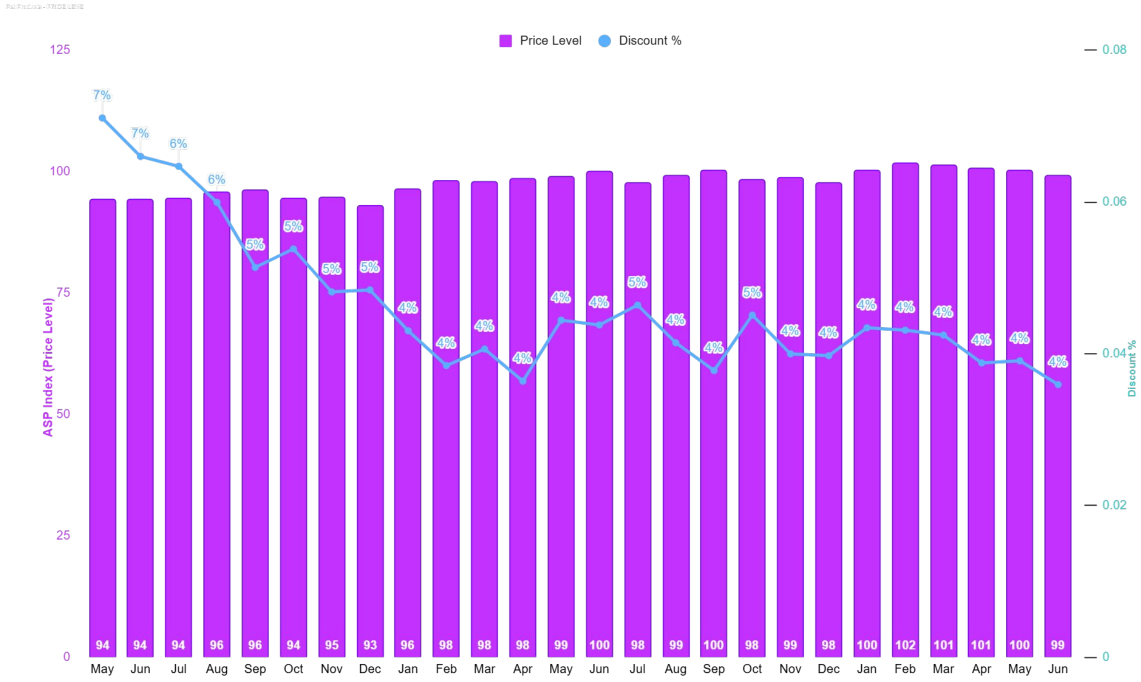


Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from May 2024 to June 2026.

PRICE LEVEL VS. DISCOUNT

Pet ASP up +1% YoY; discount rate fell 0.4pp to 3.8%

Pet brands are sustaining price without promotional support — the clearest indicator of pricing power.

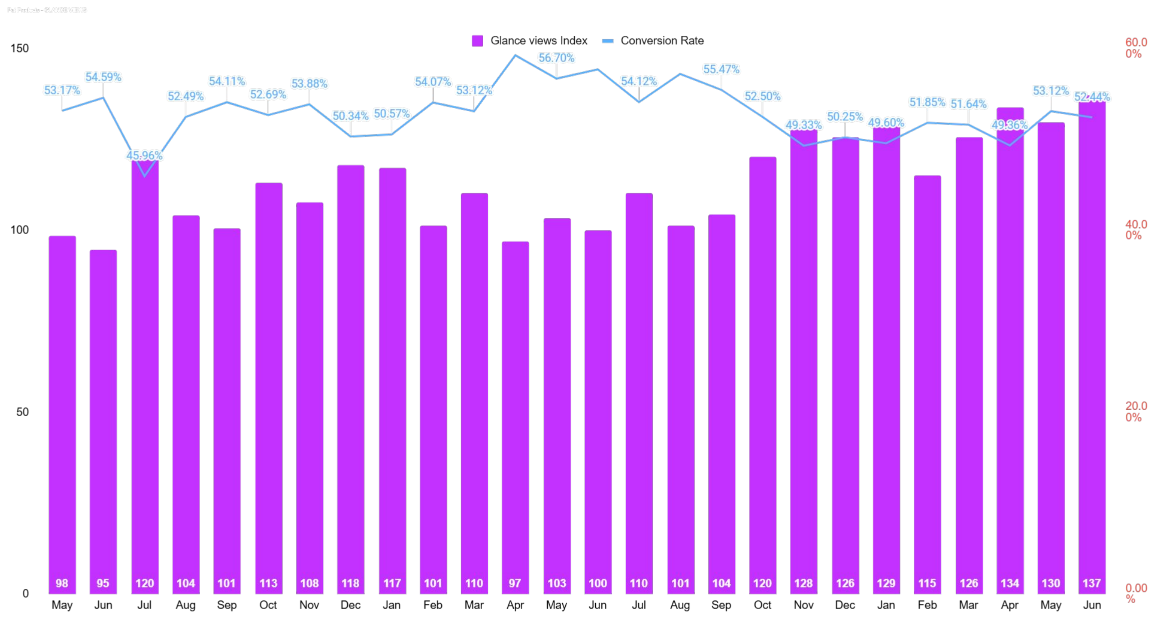


Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from May 2024 to June 2026.

GLANCE VIEWS

Pet glance views +33% YoY; CVR fell 6pp to 52%

Pet still has the highest conversion rate of any category. The traffic growth is broadening the top of funnel, with some browse-mode traffic pulling conversion off its prior highs.

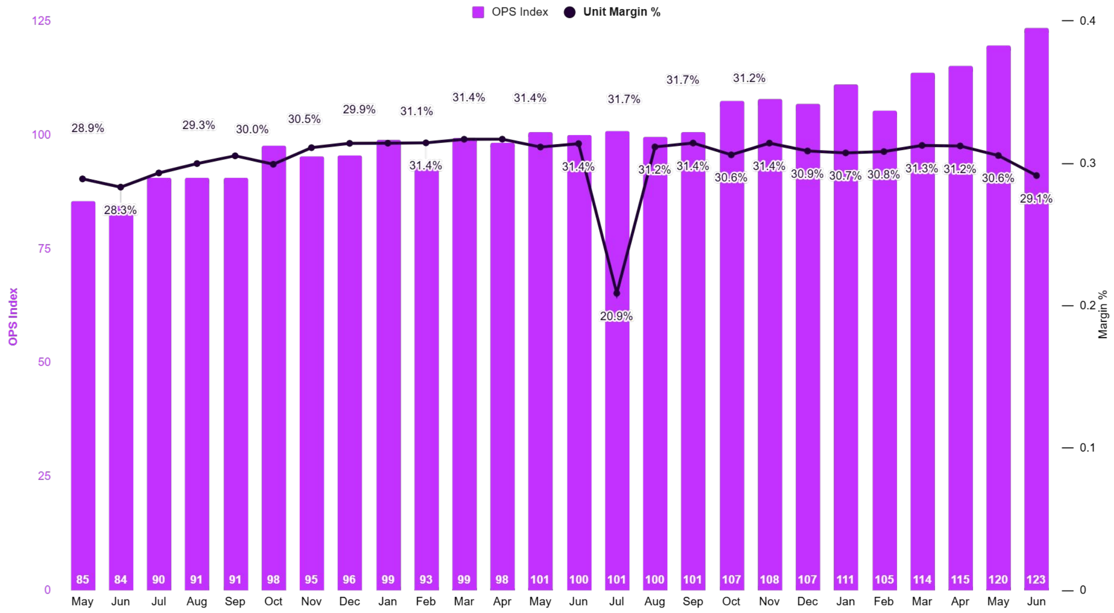


Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from May 2024 to June 2026.

OPS VS. UNIT MARGINS

Pet revenue +20% YoY; gross margin fell 1pp to 30%

Pet has the best growth-to-margin trade-off in the large-category set. At 30%, Pet's margin is second only to Office among high-revenue categories.

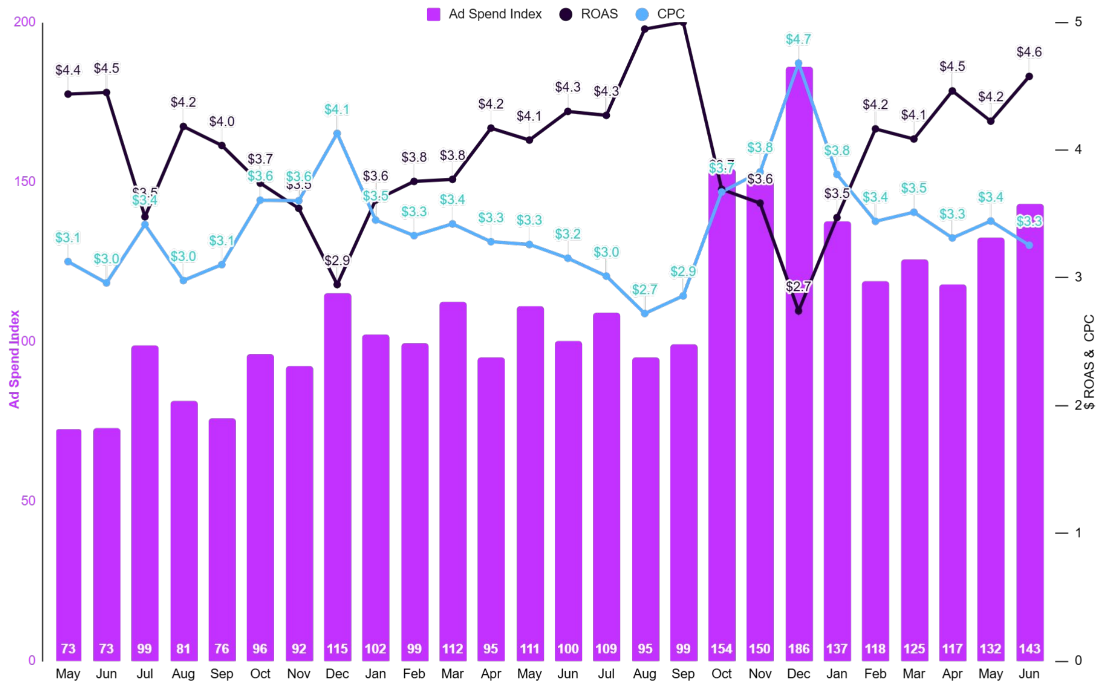


Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from May 2024 to June 2026.

AD SPEND | ROAS | CPC

Pet ad spend +28% YoY; ROAS improved +6% to 4.4x; CPC up +3% to $3.3

ROAS improved +6% to 4.4x despite higher click costs – spend is generating incrementally better returns.

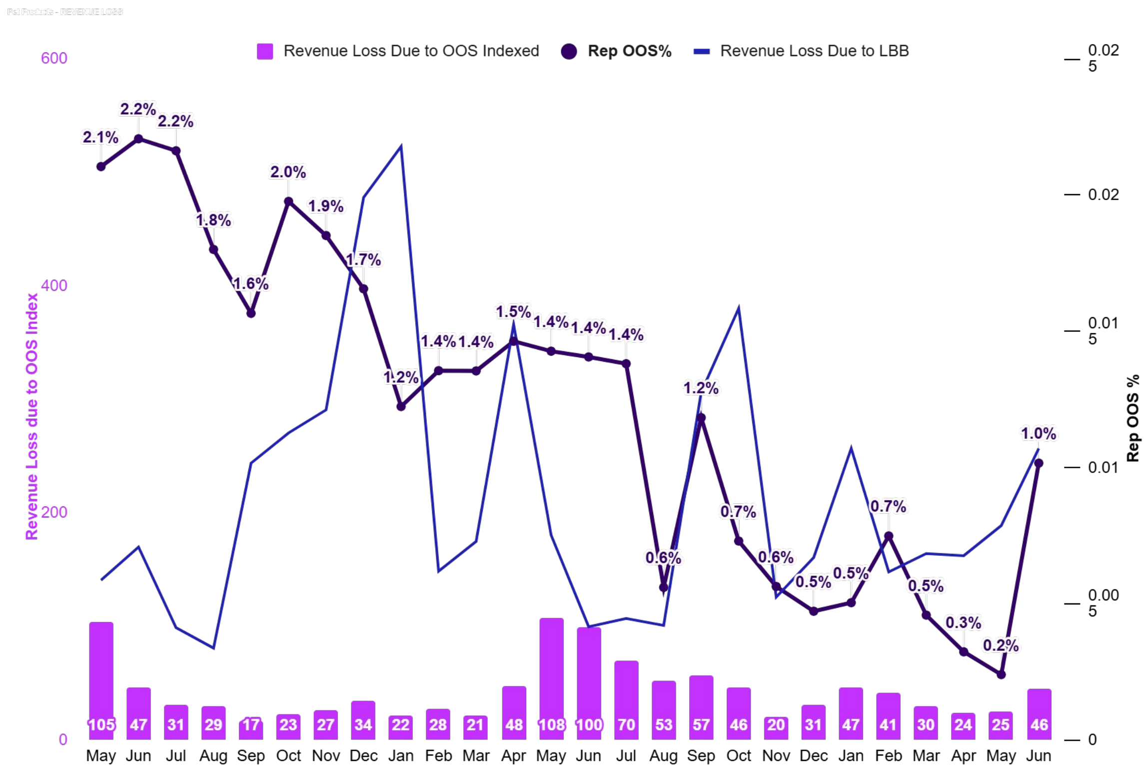


Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from May 2024 to June 2026.

REVENUE LOSS DUE TO OOS

Pet OOS revenue loss fell 63% YoY; Rep OOS improved 1pp to 1%

Pet is the only category with declining OOS revenue loss despite Prime Day being in-quarter, a genuine supply-chain win. OOS losses fell while revenue grew +20%, confirming the improvement is real, not just a base effect



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from May 2024 to June 2026.

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