

// Salience.

Pet Supplies

Salience Index 2025



6 Month Report

“ This **report** is a brief
run through of digital
performance for last 6
months in the Online
Pet Supplies Sector.

Want to go beyond the data within?
Speak to our team, any time, through
our site or social pages.



Editor's

2025 is here!

This year, thanks to AI, we're certain that nothing is certain.

We're already seeing marketing teams lean in even more on AI tools and software, and we're expecting higher levels of market volatility as a result. The unprecedented scope we now have to market better and faster through ever-expanding tools, particularly for lean teams, means that competition will rise, culminating in a more diverse share of voice within industries.

Yet, some marketing challenges remain from last year: the need to reduce reliance on paid channels, a renewed focus on brand performance, and better coordination between individual channels.

How will you keep tabs on the industry movements? That's where our report comes in.

The report serves to remove the blinkers on who you see as competition and, looking at all serious players in your space, give an unbiased view on organic, social & brand performance within your sector.

In addition, underperformance in any of the eleven key performance indicators provides direction on how to level up your digital performance as the year goes on.

Our next report on your industry will be in six months' time, but if you can't wait until then, get in touch any time for an assessment of the market and how you're doing

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Note

Our



Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

Services

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Online Pet Supplies Sector has seen a 5% decrease in overall organic visibility within the last 6 months.

Traffic Score Year on Year

What is Organic Traffic Score in Ahrefs and how do they calculate it?

“This number is an estimation of how much organic search traffic your target website, subfolder or URL gets each month.”

So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

We know these aren't accurate representations of traffic seen in Google Analytics,, however, these are accurate metrics relatively across domains. We use 3rd party tools to estimate traffic.

How it's calculated:



Ahrefs find all the keywords for which your target ranks in the top 100 organic search results.



They estimate the search traffic your target gets from each of those keywords based on its ranking position, monthly search volume and our estimated CTR for that position.



They sum up the traffic estimations of each keyword

0.63%

**Of Google
Searchers Click
On Results From
The Second
Page..**

* Source: <https://keyword.com/blog/how-to-climb-from-page-2-to-page-1-on-serps/#:~:text=Yip%2C%20we're%20all%20in,what%20they%20are%20looking%20for>.

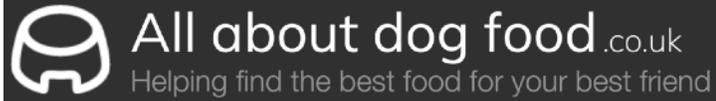
Traffic Score Findings

Top 5 winners

01



02



03



04



05



These brands are the ones to watch. They're on the rise with the biggest growth in the market. Whatever they're doing, search engines are loving it and you'll want to work out what that is and emulate their strategies, fast.



Top 5 Losses

01 **Pets**
at Home

02  **PURINA**

03 **zooplus**

04 **VetUK**[®]

05  **365VET**



On the opposite end of the spectrum, these brands have had the biggest visibility drops. They're likely to have been punished by a search algorithm update or have let things slide over the course of the year. Either way, learn from their mistakes.



Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score November 2024	Traffic score May 2024	YoY Change	Compared to Market
petsathome.com	1	-	1,278,588	1,578,287	-19%	-14%
purina.co.uk	2	-	451,377	641,228	-30%	-24%
petdrugsonline.co.uk	3	+1	305,601	261,385	+17%	+22%
zooplus.co.uk	4	-1	213,104	262,006	-19%	-13%
jollyes.co.uk	5	+1	168,524	147,617	+14%	+19%
vetuk.co.uk	6	-1	163,010	181,486	-10%	-5%
allaboutdogfood.co.uk	7	+1	137,159	110,183	+24%	+30%
purina.com	8	+4	120,537	71,876	+68%	+73%
animeddirect.co.uk	9	-2	114,653	118,370	-3%	+2%
viovet.co.uk	10	-1	106,715	103,440	+3%	+8%
poochandmutt.co.uk	11	+2	89,492	66,425	+35%	+40%
hillspet.co.uk	12	-2	77,560	78,402	-1%	+4%
royalcanin.com	13	-2	74,398	72,001	+3%	+9%
naturesmenu.co.uk	14	+17	71,713	31,071	+131%	+136%
wellbeloved.com	15	-	67,883	56,554	+20%	+25%
lordsandlabradors.co.uk	16	+8	62,016	39,849	+56%	+61%
yumove.co.uk	17	-3	57,607	58,915	-2%	+3%
bellaandduke.com	18	+5	56,714	39,868	+42%	+47%
pedigree.com	19	+2	56,689	45,180	+25%	+31%
moleonline.com	20	-2	51,477	48,464	+6%	+11%
tails.com	21	-4	47,814	48,614	-2%	+4%
ruffwear.co.uk	22	+4	46,348	34,663	+34%	+39%
harringtonspetfood.com	23	-3	45,175	45,823	-1%	+4%
frontline.com	24	+3	44,564	34,019	+31%	+36%
lilyskitchen.co.uk	25	+5	44,294	32,076	+38%	+43%
uk.pedigree.com	26	+6	41,220	30,503	+35%	+40%
omlet.co.uk	27	-5	41,148	40,826	+1%	+6%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score November 2024	Traffic score May 2024	YoY Change	Compared to Market
petplanet.co.uk	28	-9	38,432	48,053	-20%	-15%
scrumbles.co.uk	29	-4	37,923	38,251	-1%	+4%
uk.frontline.com	30	+9	37,371	27,591	+35%	+41%
hyperdrug.co.uk	31	+9	35,414	27,492	+29%	+34%
aquaticstoyourdoor.co.uk	32	-4	33,200	33,806	-2%	+3%
bitiba.co.uk	33	+10	30,841	24,307	+27%	+32%
whiskas.co.uk	34	+4	30,551	27,753	+10%	+15%
exotic-pets.co.uk	35	-1	29,886	29,207	+2%	+8%
petshop.co.uk	36	-7	29,857	32,606	-8%	-3%
vetscriptions.co.uk	37	+5	29,847	26,493	+13%	+18%
millbryhill.co.uk	38	-3	29,438	28,567	+3%	+8%
365vet.co.uk	39	-23	28,838	50,871	-43%	-38%
reptilecentre.com	40	-7	28,123	29,362	-4%	+1%
petscorner.co.uk	41	-5	27,602	28,165	-2%	+3%
pet-supermarket.co.uk	42	+2	24,154	22,919	+5%	+11%
pdsapetstore.org.uk	43	+3	23,192	18,714	+24%	+29%
petsandfriends.co.uk	44	+6	19,800	16,262	+22%	+27%
sheba.com	45	-8	19,697	27,824	-29%	-24%
uk.sheba.com	46	-5	19,248	27,321	-30%	-24%
nutriment.co.uk	47	-2	18,453	20,776	-11%	-6%
burnspet.co.uk	48	-1	18,383	17,955	+2%	+8%
webbox.co.uk	49	-	17,471	16,908	+3%	+9%
uk.petsafe.net	50	-2	17,234	16,924	+2%	+7%
ferplast.co.uk	51	+10	16,393	10,943	+50%	+55%
becopets.com	52	-1	15,550	15,554	-	+5%
ardengrange.com	53	+1	14,930	12,309	+21%	+27%
itchpet.com	54	+2	14,777	12,047	+23%	+28%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score November 2024	Traffic score May 2024	YoY Change	Compared to Market
petsvilla.co.uk	55	+18	14,672	7,786	+88%	+94%
naturalinstinct.com	56	+7	13,761	10,352	+33%	+38%
iams.com	57	-5	12,569	14,588	-14%	-9%
prodograw.com	58	-5	12,049	13,922	-13%	-8%
kongcompany.com	59	-4	11,977	12,203	-2%	+3%
farmandpetplace.co.uk	60	-2	11,425	11,246	+2%	+7%
thepetexpress.co.uk	61	+5	11,237	8,854	+27%	+32%
skinnners.co.uk	62	-3	10,881	11,189	-3%	+2%
dogandfield.co.uk	63	+13	10,564	7,498	+41%	+46%
petwell.co.uk	64	-7	9,583	11,350	-16%	-10%
catit.co.uk	65	+5	8,995	8,134	+11%	+16%
thenaturalpetstore.co.uk	66	+15	8,888	6,535	+36%	+41%
internetreptile.com	67	+4	8,882	8,074	+10%	+15%
doggiesolutions.co.uk	68	+22	8,752	4,703	+86%	+91%
dfordog.co.uk	69	-7	8,668	10,539	-18%	-13%
justforpets.co.uk	70	+13	8,541	6,280	+36%	+41%
burgesspetcare.com	71	-4	8,530	8,394	+2%	+7%
applaws.com	72	+7	8,351	7,230	+16%	+21%
canagan.com	73	+11	8,231	6,188	+33%	+38%
catsan.co.uk	74	-10	7,903	9,940	-20%	-15%
trustypetsupplies.co.uk	75	+2	7,623	7,442	+2%	+8%
discountpetfood.co.uk	76	-11	7,579	9,144	-17%	-12%
orijenpetfoods.co.uk	77	+1	7,354	7,269	+1%	+6%
allpetsolutions.co.uk	78	-3	7,036	7,754	-9%	-4%
metacam.co.uk	79	-10	6,943	8,315	-17%	-11%
pawsomepawsboutique.co.uk	80	+12	6,781	4,350	+56%	+61%
barkingheads.co.uk	81	+1	6,601	6,421	+3%	+8%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score November 2024	Traffic score May 2024	YoY Change	Compared to Market
eukanuba.eu	82	+6	6,010	5,116	+17%	+23%
urmstonaquatics.com	83	+14	5,919	4,118	+44%	+49%
perfect-fit.co.uk	84	-10	5,780	7,755	-25%	-20%
kiezebrink.co.uk	85	-5	5,707	6,594	-13%	-8%
petco.com	86	-14	5,533	7,849	-30%	-24%
petsmart.com	87	-1	5,285	5,512	-4%	+1%
best-pets.co.uk	88	+1	5,255	5,071	+4%	+9%
protect-mypet.com	89	+12	5,049	3,634	+39%	+44%
petsensedirect.co.uk	90	+8	5,043	4,020	+25%	+31%
blinkcats.co.uk	91	+16	4,810	3,018	+59%	+65%
timeforpaws.co.uk	92	-7	4,752	6,060	-22%	-16%
rokers.uk	93	+11	4,664	3,181	+47%	+52%
nexgardforpets.com	94	+14	4,357	3,006	+45%	+50%
naturediet.co.uk	95	+10	4,258	3,175	+34%	+39%
wilsonspetfood.co.uk	96	+28	4,181	1,863	+124%	+130%
royalcanin.co.uk	97	-4	4,134	4,332	-5%	+1%
shop.myfamilyvets.co.uk	98	-30	3,932	8,337	-53%	-48%
maltbysstores.co.uk	99	+20	3,872	2,012	+92%	+98%
dreamiestreats.co.uk	100	-5	3,848	4,172	-8%	-3%

**Industry
Variance**
-5%



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates a 5% decrease in overall organic growth within this industry.

If the market's growing, you should be too. If it's shrinking, you need a precise and targeted search strategy.

THE DPMI[®]
MARKETING AWARDS
FINALIST 2016

GLOBAL 2023
SEARCH AWARDS
FINALIST

EUROPEAN 2023
SEARCH AWARDS
WINNER

THE DPMI[®]
CONTENT AWARDS
FINALIST 2015

UK 2022
SEARCH AWARDS
WINNER

Prolific North
CHAMPIONS
AWARDS 2023

UK 2017
SEARCH AWARDS
SHORTLISTED

THE DPMI[®]
SEARCH AWARDS
FINALIST 2016

UK
Agency Awards
2023
FINALIST

NORTHERN
DIGITAL AWARDS
SHORTLIST
2018

DIGITAL IMPACT
AWARDS 2018
WINNER

ds Awards Awards Awards Awards Award

Our

Since 2009, we've provided search marketing services for household names, challenger brands and ambitious start-ups across retail, lead generation, finance & charity sectors. We work on agile principles, born from the belief that marketing challenges rarely come with six months' notice, so there's no point in making plans that far in advance. We assess the biggest issues and opportunities for our clients at the start of every sprint. We are a new breed of search marketing agency that moves fast and adapts to opportunities in the moment, not in a month.



15+ Years Experience

8.5m Organic Transactions

58m Organic Sessions

[Find Out More](#)

Experience



The results we've achieved from Salience's content marketing efforts have exceeded my expectations.

— Paul Hambridge, MD



[Read this Case Study](#)

Why Don't We Include PPC Data In Our Reports?

PPC data from third party platforms over your own Google Ads' account is unreliable. Unlike organic metrics such as visibility, which are easily measured, it is difficult to collect any meaningful PPC performance data without the use of spy programmes.

Although there are a number of PPC spying tools available on the market, these should never be trusted. We're only interested in giving you the most meaningful, relevant, and up-to-date data which simply cannot be achieved for PPC.



The team at Saliency have completely overhauled our PPC campaigns, implementing a new strategy which keeps costs low and ROAS high. Onboarding was fast and easy with transparent pricing and very minimal setup required.

We've had great communication throughout and regular meetings to discuss progress.

Rosie Adams, Marketing Manager,
Hard to Find Whisky



Case Study



A dominating brand paid media strategy for **Wholesale Sweets**.

Wholesale Sweets is a self-descriptive business: sweets at wholesale prices.

When approached to be paid media partners, the brand was in a transitional period between brand names, moving from UK Sweets to Wholesale Sweets. Having a "generic" search term within a brand name presents both great challenges and benefits.

The brand's vision was clear: create a dominating brand strategy for Wholesale Sweets: become synonymous with the term "Wholesale Sweets".

At the beginning of the campaign it was clear that gaining visibility in this area would be tough. The term "wholesale sweets" isn't considered a brand by Google; a total of 15 other competitors still actively bid for top position.

Using a targeted approach to dominate the new brand brought the following results:

- Search impression share (visibility) increased by 117%,
- Ads serve above organic results 173% more often
- Position 1 achieved 188% more often
- Conversions increased by 130%
- Conversion value doubled

AKA domination of "wholesale sweet" terms.

Similar Challenges?

Talk to an expert.





Going above and beyond our expectations of a digital marketing partner, Salience gave us the insight and understanding to take our business to the next level whilst keeping it enjoyable and fun.

— Caren Downie, Fashion Director

LEMONADE DOLLS

[View Case Studies](#)

Keyword

We've been keeping a close eye on what keywords people are searching for in the market, allowing us to see what is trending.

In the following sections we'll give you the heads up on which keywords are on the rise and need your attention, alongside those which are becoming less and less important.

Using historical search data, we're able to find trend patterns and identify opportunities ahead of the curve.

Our search and content strategists continually monitor industry movements. From here, we're able to spot content and category gaps before they're deemed industry standard.



The cost of living crisis has brought huge changes to most of the consumer landscape. Monitoring changes in search volume for keyword groups is essential to spotting new trends and surging demand.

Trends

Emerging Trends

Emerging Products

Keyword	Search Volume	Interest Trend
cat rag doll	90500	7%
cat food	22200	16%
cooling pad for dogs	14800	38%
hypoallergenic dog food	9900	6%
dog couch bed	8100	9%
dog ice cream	8100	8%
dog sofa bed	8100	9%
good cat food	4400	23%
cat treats	3600	14%
cool vests for dogs	3600	44%
cooling jacket for dogs	3600	44%
interactive cat toys	2900	21%
fresh dog food	2400	31%
hypoallergenic cat food	2400	50%
pooch and mutt dog food	2400	33%
automatic ball thrower for dogs	1900	43%
automatic cat litter box	1900	22%
automatic cleaning cat litter box	1900	22%
cooling mat for cats	1900	64%
auto cat box	1600	47%
auto litter box	1600	47%
fresh pet dog food	1600	169%
dog food near me	1000	36%
hydrolyzed dog food	1000	60%
stainless steel cat litter box	1000	541%
herding ball	480	111%
interactive dog ball	390	373%
pumpkin cat bed	260	380%

Emerging Brands

Emerging Brands

Keyword	Search Volume	Interest Trend
pet shop	74000	14%
jollyes	74000	14%
pets corner	49500	49%
lilys kitchen	33100	6%
pooch and mutt	18100	22%
vet uk	12100	6%
frontline	12100	1%
lords and labradors	9900	15%
pet supermarket	9900	6%
purina	6600	15%
millbry hill	6600	7%
aquatics to your door	5400	41%
scrumbles	4400	31%
sheba	4400	15%
365 vet	1900	44%
burns pet	590	14%
frontline uk	210	15%

Receding Trends

Receding Products

Keyword	Search Volume	Interest Trend
dog beds	110000	-18%
raw diet for dogs	40500	-18%
cat beds	33100	-17%
dog toys	33100	-13%
dog coats	33100	-8%
bed for dogs large	14800	-23%
large dog bed	14800	-23%
largest dog bed	14800	-23%
massive dog bed	14800	-23%
dog treats	12100	-18%
feline flea treatment	12100	-7%
puppy food	9900	-18%
raised dog bed	9900	-18%
raw dog food near me	8100	-33%
kitten food	8100	-18%
puppy toys	8100	-24%
indestructible dog toys	6600	-24%
undestroyable dog toy	6600	-24%
plastic dog bed	6600	-23%
snuffle mat	6600	-28%
raised dog bowls	6600	-19%
puppy rain jacket	6600	-15%
cat bowls	6600	-18%
dry dog food	5400	-18%
luxury dog beds	5400	-29%
litter tray	5400	-18%
donut dog bed	5400	-23%
flea kitten treatment	4400	-18%

Receding Brands

Receding Brands

Keyword	Search Volume	Interest Trend
pets at home	1830000	-13%
viovet	49500	-18%
yu move	33100	-6%
bella and duke	27100	-7%
natures menu	18100	-16%
pet planet	14800	-29%
omlet	14800	-13%
bitiba	9900	-13%
ruff wear	8100	-7%
pedigree	8100	-7%
pets and friends	6600	-13%
nutriment	5400	-7%
whiskas	3600	-24%
webbox	2400	-17%
harringtons pet food	390	-7%
pdsa pet store	140	-26%

 **BrewDog** is dominating the brand search game.

This is far more than technical SEO fundamentals, achieving this requires a full frontal assault on search.

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[Book a Chat](#)



Ooo Nice Clients...

Dreams

carpetright.

Lindt 

HARVEY MARIA®
— FABULOUS FLOORS —

sunny

 early
learning
centre

PÂTISSERIE
VALERIE


FLOORING KING


The Entertainer
TheToyShop.com

PAPIER

 BRITA®

 JUSTMYLOOK


TOTALLY wicked®

LiveScoreBet™


healthspan

PORCELANOSA



Sleep & Snooze is a challenger brand in the Beds & Mattresses space.

They partnered with Salience to increase brand awareness and drive press coverage, with the core aim of placing their brand directly in front of consumers.

Taking a search-first approach to digital pr we made sure that our strategy focussed on obtaining high-quality, relevant links.

How we did this?

In order to grow brand awareness and build relevant links, we first had to narrow down the core topics which their subject matter expert could speak on with authority.

For Sleep & Snooze these topics were: sleep hygiene & bedroom interior design.

This meant we were able to outreach expert advice to journalists in the lifestyle and interiors press on:

- **Bedroom Feng Shui**
- **The Coastal Grandma Interior Trend for Bedrooms**
- **Bedscaping**
- **Mattress and Bedding Hygiene**

THE RESULTS

61 Pieces of coverage

10 Relevant High DA Links

Got a

Come across any head-scratchers in this report so far?

Get in touch for a no-strings chat and we'll run you through any metrics and how they apply to your brand.



Email us



Call us



Live Chat

Question?



// **Salience.**