

## The Leading Data Source for Pet Food Transparency

### The Brand Advantage

Keep your brand ahead  
of the competition.

The pet food industry continues to grow with new product innovations driven by consumer demands. The rapid change in pet food makes the need for accurate data imperative to stay on top of all ingredient additions and changes. To be competitive in the pet food industry, having detailed data is vital.



Petabolix data clients are businesses around the globe that need to make the best possible business decisions every day. Our clients need access to pet food product

information that is accurate on a daily basis. They need API access to current and historical pet food data to make analytical assessments to respond to market demands.

### Why Petabolix?

The evidence is in the data.

Petabolix understands the importance of accuracy and data hygiene to make the best use of data for your business needs without exhaustive formatting and reconfiguration.

We utilize propriety methodologies with our strategic partners that allow us to provide the best pet food data available. Our digital engineers build world-class analytics with leading-edge technology to provide the transparency you require to keep your brand best in class.

### Discover More Opportunities

Petabolix has the answers.

- **Which data attributes matter most in pet food?**  
Understand which packaging claims are vital to consumers and retailers with a detailed product comparison of ingredients, claims and certifications.
- **What are the top marketing trends?**  
Understand which categories are performing in the market before your brand invests thousands of dollars to formulate and package. Mitigate the risk of failed launches by knowledge gained through our robust data insights.
- **What is the average price of pet foods per feeding in a particular category?**  
Compare the price point of similar products in a specific category and the granular product attributes each one contains - from custom nutritional assessment and ingredient definitions to guaranteed analysis and country of origin.



### Contact Petabolix for Trial Offer

Gain the Visibility You Need with Petabolix.

Transparency is essential to gain trust. Reach out to your Petabolix representative to receive access to your first month of full attribute data at a **25% discount off standard monthly rate.**

*At Petabolix we believe transparency is the key to building brand loyalty.*

✉ [Joe@Petabolix.com](mailto:Joe@Petabolix.com)

☎ 314-749-6153