

39% of Victor consumers rank Victor Pet Food as their top choice, while 15% have stopped buying

How would you describe your brand loyalty to Victor Pet Food? (N = 121). Note: This question only shown to respondents who have ever purchased Victor Pet Food products.

It's my favorite brand for what I use it for

39%

It's one of 2-3 brands that I prefer to use

37%

I have stopped purchasing the brand

15%

It's not my favorite/preferred brand

9%