

Victor Pet Food and 4health have the highest NPS score among consumers

Below are the dog food brands you listed as having purchased in the past. On a scale from 0-10, how likely are you to recommend each of the following dog food brands to a friend or family member? *Note: A 0 indicates not at all likely and a 10 indicates extremely likely. (N varies by brand.)*

Brand	NPS
Victor Pet Food	50
4health	50
Earthborn Holistic	49
Fromm	46
American Journey	45
Blue Buffalo	45
NutriSource	45
Next Level	45
Retriever	43
Royal Canin	43
SPORTMIX	43
Nature's Logic	40
Wellness	40
Pro Plan (Purina)	39
Hill's Science Diet	38
CANIDAE	37
Diamond	37
Taste of the Wild	37
Pedigree	35
ONE (Purina)	34
PRO PAC	33
Merrick	29
Rachael Ray Nutrish	25
ALPO (Purina)	15