

DogFoodAd<sup>v</sup>isor

# 2025 Survey



# The Dog Food Advisor is America's leading and most trusted dog food review site.

Founded in 2008, with the mission to “save good dogs from bad food”, it has objectively rated thousands of dog food recipes, free from influence by dog food manufacturers.

The site now attracts millions of pet parents who are seeking unbiased reviews, opinions and advice — all of which is created by its experienced editorial team and monitored by its in-house animal nutritionist.

It also has a large and highly engaged audience of pet parents, who interact with DFA and each other via its newsletter, comments, forums and Facebook community group.

This audience were approached for the inaugural Dog Food Advisor Survey. It received nearly 10,000 responses, making it the biggest ever survey of U.S. dog parents.

The key findings are in this document; the full survey or further details are available on request.

**dogfoodadvisor.com**



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# Economy & Consumer Spending Reporters

## The Cost of Caring: Pet Parents Make Sacrifices Amid Inflation

Rising costs haven't diminished spending on pets - in fact, Americans are reshaping their budgets around their dogs and are willing to go into debt for their pets.

**52%**

Would go hungry to feed their dogs

**96%**

Said they would never give up their dog due to food costs

**92%**

92% would go into debt for emergency vet care

**38%**

Would cut their own food budget

**86%**

Would cut back on personal spending (clothes, cable, gifts) to afford quality dog food

### Among <\$50k income households:



**52%**

Would skip meals

**48%**

Have skipped dining out or ordering in to afford dog food

# Pet Industry & Lifestyle Media

## Dogs Are Eating Better Than Their Humans

Modern pet parenthood means prioritizing a dog's health and nutrition over the owner's own wellness routines.

**94%**

Believe their dog would live longer on a better diet

**56%**

Believe dogs should eat like humans: clean, organic, and balanced

**53%**

Say they care more about their dog's nutrition than their own

**55%**

Of respondents give their dog daily supplements

**44%**

Read pet food labels more carefully than their own food

**50%** have cooked homemade meals for their dogs due to mistrust in store-bought food



# Business, Retail & E-Commerce Reporters

## Pet Food Buying Behavior Is Shifting - And Chewy Is Winning

Dog owners are embracing subscriptions, online platforms, and bypassing traditional shopping behaviors.

**35%**

Buy dog food from Chewy

**29%**

Buy directly from manufacturers

### Dog food subscriptions



**84%**

Don't currently have a dog food subscription

**16%**

Currently have a dog food subscription

**29%**

Another 29% would consider it

**Younger** and more educated buyers are driving this shift

# Veterinary, Health & Wellness Media

## Who Pet Owners Trust for Nutrition Advice - It's Not Who You Think

Consumers are turning away from traditional sources and putting their trust in independent platforms.

56%

Say Dog Food Advisor reviews influence their food choices

86%

Like DFA's reviews

91%

Would recommend Dog Food Advisor to other dog owners

74%

74% like their nutrition content

**Only 25% say they are influenced by their veterinarian**

# Human Interest & Cultural Trends Media

## The Emotional Economics of Pet Ownership

Dog owners are not just making financial sacrifices - they're emotionally committed to treating pets like family.

**52%**

Would go hungry to feed their dog

**61%**

Have spent more on their dog's healthcare in the past year than their own

**96%**

Would never rehome their dog, regardless of financial pressure

**20%**

Of pet owners have felt judged for what they feed their dog

**53%** say they care more about their dog's nutrition than their own



# Food Transparency & Mistrust in Big Brands

## Pet Parents Are Losing Trust in the Dog Food Industry - and Taking Matters Into Their Own Hands

Despite moderate trust in pet food labels and brands, a growing number of dog owners are cooking for their pets and avoiding foreign-sourced ingredients.

**33%**

Only 33% of respondents trust dog food labels “a lot”

**12%**

Only 12% completely distrust dog food companies

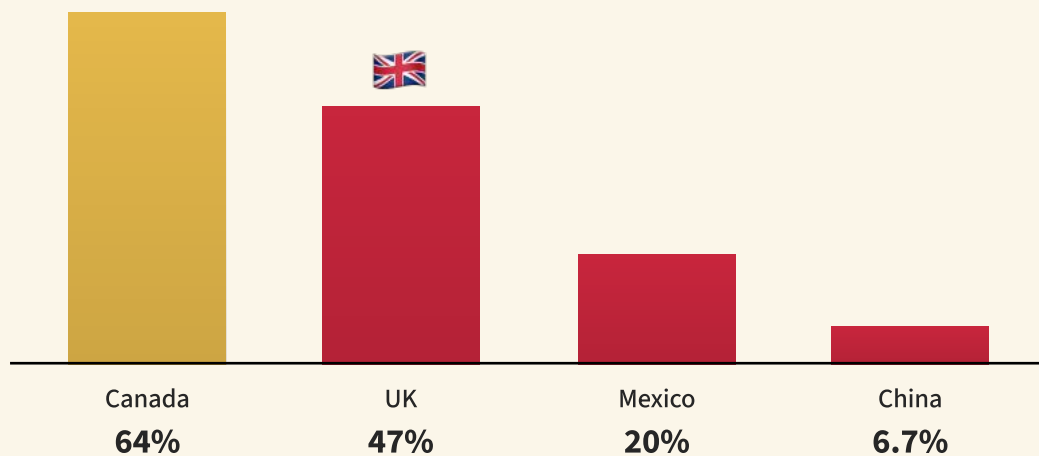
**50%**

Have fed their dog a home-cooked meal due to lack of trust in store-bought food

**92%**

Prefer U.S.-sourced ingredients

### Respondents who would feed their dog ingredients from...



# The Social Media Effect on Pet Food Decisions

## TikTok Made Me Buy It - Even for My Dog

Dog owners - especially younger ones - are turning to social media for pet food inspiration, reviews, and influencer recommendations.

**30%**

Have been influenced by social media when choosing dog food

**23%**

Follow dog food influencers

**10%**

Follow influencers on Instagram;

**91%**

Would recommend Dog Food Advisor

**6.5%**

6.5% on YouTube

**12% of 18–39-year-olds follow dog food influencers on TikTok**

# Nutrition Confusion & Misinformation

Pet Owners Are Overwhelmed by Conflicting Advice - Even About Raw and Grain-Free Diets.

Despite strong opinions, many dog owners admit they don't know what's safe to feed their pets.

**60%**

Would not feed lab-grown meat;

**19%**

Would consider it with  
more safety data

**25%**

Believe grain-free is dangerous;

**32%**

but 32% are unsure

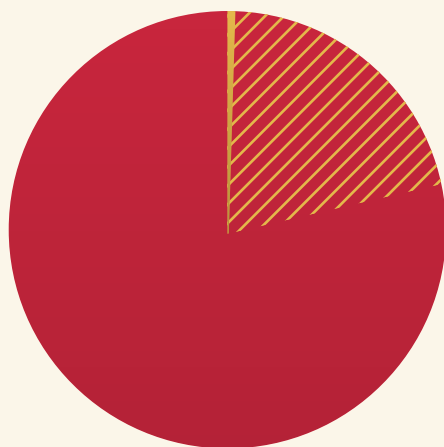
**Only 40% believe raw food is safe;  
while 33% “don’t know”**

# Insect-Based Dog Food: Still Niche, But With Curiosity

While only a tiny fraction are actually feeding insect-based food now, the fact that 1 in 5 would consider it suggests an interest especially among younger or eco-conscious pet owners.

While the survey doesn't ask directly about the environment, insect protein is often positioned as a sustainable, low-impact alternative. We could possibly weave this into the "94% of respondents who believe diet improves lifespan"

Insect-based diets



99%

Of dog owners don't currently feed their dogs an insect-based diet

<1%

Less than 1% of dog owners currently feed their dogs an insect-based diet

21%

However, 21% say they would consider it

**Older people** are less open to insect-based food than younger responders



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