Market Authority Index

Pet Supplies and Animal Health

Sector Executive Summary

Q2 2026 | 23 brands in this sector out of a total of 131 Assessed brands.

Average Market Authority Index: 68.3/100

Median: 70 | Certification* rate: 73.9%

*(achieve a score of 65 or above)

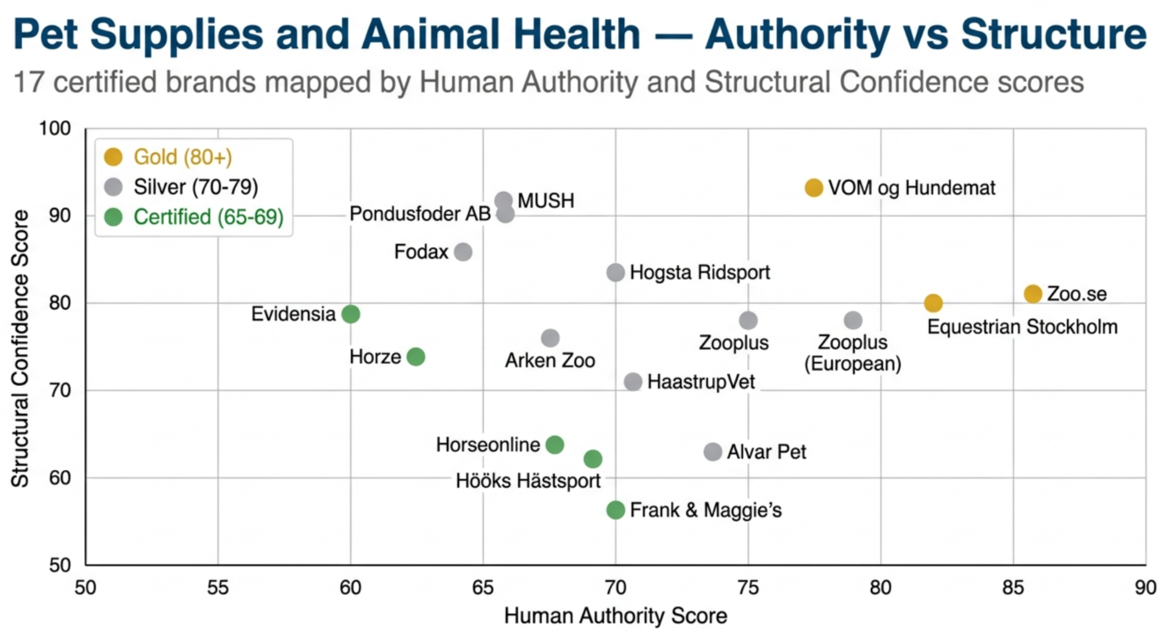
17 July 2026

Sector Executive Summary

Prepared by Digital Scorecard

Sector Overview

Pet Supplies and Animal Health is the largest assessed sector in the Q2 2026 Market Authority Index benchmark, with 23 brands representing nearly one in six of all assessed brands. The sector scores 68.3 on average against a cross-sector portfolio average of 64.1, with a median of 70 and a certification rate of 73.9% -- well above the portfolio-wide certification rate of 55.7%.



For buyers, this means pet brands are generally easier to find, evaluate, and trust than brands in most other sectors. When a pet owner searches for food, supplements, equipment, or veterinary services, the brands with higher Market Authority Index scores are more likely to surface, present credible evidence, and convert that discovery into a purchase decision.

The sector covers 23 brands spanning pet retail, pet food and nutrition, equestrian retail, and veterinary services. Business models range from pure e-commerce and wholesale to omnichannel retail with physical store networks.

Where Pet Brands Are Strong

Pet brands outperform the cross-sector portfolio average on three of the four Human Authority sub-pillars (n=22 with sub-pillar data):

Pillar	Pet Supplies (/25)	Portfolio (/25)
Strategic Positioning	19.3	18.7
Proof and Validation	12.3	11.8
Trust Infrastructure	18.1	16.7
Market Presence	16.1	14.9

Strategic Positioning leads at 19.3 out of 25, reflecting the sector's ability to articulate clear product propositions, whether premium raw feeding, specialist equestrian equipment, or full-service veterinary care. Trust Infrastructure scores 18.1, supported by the sector's investment in transparent ingredient sourcing, safety certifications, and regulatory compliance.

Brands combining e-commerce with physical presence achieve the highest scores in the sector at 75.7 on average, while wholesale and trade brands average 78.0 -- suggesting that brands with established distribution networks maintain stronger structural foundations.

Sector Leaders

Three brands achieve Gold certification (score of 80 or above):

Brand	Market Authority Index	Subsector
Zoo.se	85	Pet Retail
VOM og Hundemat	83	Pet Food and Nutrition
Equestrian Stockholm	81	Pet Retail / Equestrian

What these brands have in common is consistency across all four Human Authority pillars. Zoo.se, the sector leader at 85, scores above 19 on every sub-pillar including Proof and Validation (19 out of 25), placing it among the strongest proof profiles in the entire benchmark. VOM og Hundemat leads on Strategic Positioning at 24 out of 25, the highest single sub-pillar score in the sector, and pairs it with a Structural Confidence score of 93.

A further nine brands hold Silver certification (70 to 79): Zooplus (European), Zooplus, Hogsta Ridsport, Pondusfoder AB, MUSH, HaastrupVet, Alvar Pet, Arken Zoo, and Fodax. Together, the twelve certified brands above 70 represent the sector's competitive core.

Where the Gap Remains

Proof and Validation remains the weakest pillar at 12.3 out of 25, with a standard deviation of 3.9. While this is slightly above the portfolio average of 11.8, the variance tells the real story. The sector's Proof and Validation leaders demonstrate what is possible:

Brand	Proof and Validation (/25)	Market Authority Index
Zoo.se	19	85
Zooplus (European)	18	79
VOM og Hundemat	17	83
Equestrian Stockholm	17	81
Hogsta Ridsport	17	74

At the other end, several brands score below 10 on Proof and Validation, creating a gap of more than 15 points between the strongest and weakest performers. For a sector where buyers rely heavily on trust -- they are purchasing products that directly affect their animals' health and wellbeing -- this gap is significant.

This matters because buyer decision-making is shifting. As AI-driven recommendation and discovery channels increasingly prioritise verified, structured evidence over marketing claims, the brands with strong proof infrastructure will be recommended more consistently than those relying on positioning alone.

Score Distribution

Band	Score Range	Brands
Exceptional	80-100	3
Strong	70-79	9
Developing	60-69	7
Emerging	40-59	4

No brands in the sector triggered the Structural Confidence cap, and no brands fall into the At Risk band. The absence of At Risk brands, combined with a certification rate of 73.9%, positions Pet Supplies as one of the healthiest sectors in the benchmark.

What This Means for Pet Brands

The sector's strength in Strategic Positioning and Trust Infrastructure means that pet brands are, on average, better positioned than most sectors to be discovered and recommended as buyer channels evolve. But discovery is only the first step. A buyer who finds a brand still needs a reason to trust it and evidence to justify the purchase.

The Proof and Validation gap is where competitive differentiation will increasingly be won or lost. Brands that score well on positioning but poorly on proof are visible but unconvincing. In a market where buyers can compare dozens of options in seconds, and where AI-driven recommendation engines prioritise verifiable evidence over marketing claims, the brands that can demonstrate real customer outcomes will convert at higher rates than those relying on narrative alone.

The Gold-certified brands in this sector show that it is possible to score highly across all four pillars. The question for every other pet brand is whether their proof infrastructure matches their positioning ambition.

The sector also reveals an interesting dynamic in pet food and nutrition, where brands with strong wholesale and trade distribution networks (VOM og Hundemat, MUSH) achieve strong Structural Confidence scores above 90. This suggests that established distribution partnerships serve as a structural signal of business stability and market validation.

For organisations seeking to strengthen their Market Authority Index score, structured development programmes can be developed upon request by Digital Scorecard.

What Should Pet Brands Do Next?

The data points to three practical priorities for pet brands looking to strengthen their Market Authority Index position:

1. Close the Proof and Validation gap. This is the single biggest opportunity in the sector. Pet brands score 19.3 out of 25 on Strategic Positioning but only 12.3 on Proof and Validation. Most brands in this sector are excellent at communicating what they offer but significantly weaker at demonstrating it with structured evidence. Concrete actions: invest in verified customer reviews, build case studies around real outcomes (pet health improvements, owner satisfaction, product efficacy), seek third-party endorsements from veterinary professionals or industry bodies, and make proof findable rather than buried. Zoo.se (19 out of 25) and Zooplus European (18 out of 25) show this is achievable.

2. Build for AI discovery, not just traditional retail channels. The brands that score highest on Market Authority Index are not necessarily the largest retailers. They are the ones whose credibility is structured, verifiable, and machine-readable. As pet owners increasingly discover products through AI recommendation engines, comparison tools, and conversational search, the brands that surface will be those with strong proof infrastructure, clear positioning, and consistent trust signals across every touchpoint. Pet brands should audit their digital presence not just for how it looks to a human shopper, but for how it reads to an AI evaluating credibility.

3. Treat structural foundations as a competitive asset. Structural Confidence accounts for 30% of the Market Authority Index, and brands with weak corporate governance, lapsed filings, or thin financial transparency pay a real penalty. The pet sector's average SC of 73.0 is above the portfolio average, but individual brands vary widely (from 45 to 93). Brands in the lower range should prioritise compliance and governance as a path to certification, since the Structural Confidence cap means any brand with an SC below 40 can never achieve certification regardless of authority strength.

Assessed vs. Full Dataset Comparison

The 23 brands in this sector summary represent the Market Authority Index Assessed tier. To contextualise these results, this section compares Pet Supplies and Animal Health against the full Market Authority Index dataset of 695 scored brands across all sectors and all three scoring tiers.

Metric	Pet Assessed (n=23)	Full Dataset (n=695)
Mean Market Authority Index	68.3	67.1
Standard Deviation	9.6	12.8
Median	70	70
Certification Rate (65+)	73.9%	63.9%

Pet Supplies brands outperform the full dataset on average (68.3 vs 67.1) and achieve a notably higher certification rate (73.9% vs 63.9%). The lower standard deviation (9.6 vs 12.8) indicates more consistent performance across the sector -- fewer extreme outliers and a tighter cluster around the mean.

It should be noted that there is a selection bias in the assessed sample at this stage. Brands that opt for or are selected for full assessment may already be stronger performers. As the assessed cohort grows, this distribution may shift. The current data represents the best available snapshot of sector performance and will become more representative over time.

About the Market Authority Index

What It Measures

The Market Authority Index measures how effectively a brand converts its market position into buyer-facing authority. It combines two dimensions:

- **Human Authority (70% weight):** The strength of a brand's buyer-facing credibility, measured across four pillars: Strategic Positioning, Proof and Validation, Trust Infrastructure, and Market Presence. Each pillar is scored out of 25, for a maximum of 100. It is a measure of Market Visibility.
- **Structural Confidence (30% weight):** The soundness of a brand's corporate and operational foundations, including filing compliance, financial risk signals, governance stability, and operational longevity. It is a measure of business strength and durability.

Formula

Market Authority Index = (Human Authority x 0.70) + (Structural Confidence x 0.30)

Structural Confidence Cap: If a brand's Structural Confidence score is below 40/100 and regardless of its Human Authority score, the Market Authority Index is capped at 65 regardless of the formula result. This prevents structurally unsound but authority-rich brands from achieving misleadingly high composite scores.

Certification Tiers

Tier	Score Threshold
Gold	80 or above
Silver	70-79
Certified	65-69

Brands scoring below 65 are not certified but receive a full diagnostic assessment.

Assessment Methodology

All brands in this sector summary have been assessed using the full Market Authority Index methodology as defined in the Market Authority Standard (Version 1.1). This includes a complete Human Authority audit across all four sub-pillars, Structural Confidence verification using public filings and financial data, and scoring against the standardised framework.

The Market Authority Index is based entirely on publicly observable, buyer-facing information. It does not use self-reported data, and assessment is conducted independently of the brands being scored.

The Benchmark Dataset

This sector summary draws from the Q2 2026 benchmark portfolio of 138 fully assessed brands across 20 sectors. The full Market Authority Index dataset includes 695 brands scored across three tiers:

Tier	Brands	Average Score	Method
Assessed	131	64.7	Full audit methodology
Estimated	361	69.1	Structured signal analysis
Expected	203	65.0	Observable market signals

For the full cross-sector analysis, methodology details, and complete benchmark data, refer to the *Market Authority Index Benchmark Intelligence Report 2026, Q2 Edition*.

Explore all assessed Pet Supplies and Animal Health brands in the Market Authority Index Certified Directory: https://digitalscorecard.com/sector/pet-supplies-animal-health/

This report has been produced by Digital Scorecard. The Market Authority Index is a proprietary framework.

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https://digitalscorecard.com/market-authority-standard/

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