



Developed by Veterinary Surgeon *John Burns*  
MBE BVMS MRCVS



WHICH? CONSUMERS ASSOCIATION MEMBERS SURVEY 2022

# BRITAIN'S BEST LOVED DOG FOOD!

FOR THE SECOND YEAR RUNNING

Which? surveyed 3,122 of their members to discover the most delicious dog foods you can buy in 2022.

*"Burns was the most-loved brand for the second year in a row, and is also a good-value option!"*

"You could potentially save around £80 a year if you switched to Burns [based on a 10kg dog]."

Which? Members' favourite dog food brands from best to worst (ranked by overall customer score). We also asked members to rate value for money, quality ingredients and their dog's reaction to the food.\*\*



\*WHICH? CONSUMERS ASSOCIATION MEMBERS SURVEY 2022

DOG FOOD BRANDS CUSTOMER SATISFACTION SURVEY RATINGS

BRAND	CUSTOMER SCORE	VALUE FOR MONEY	QUALITY OF INGREDIENTS	PET'S REACTION TO FOOD	VARIETY OF FLAVOURS AVAILABLE
BURNS	85%	★★★★☆	★★★★★	★★★★★	★★★★☆
SKINNER'S	79%	★★★★☆	★★★★★	★★★★★	★★★★☆
ARDEN GRANGE	77%	★★★★☆	★★★★★	★★★★★	★★★★☆
JAMES WELLBELOVED	77%	★★★★☆	★★★★★	★★★★★	★★★★☆
ROYAL CANIN	74%	★★★★☆	★★★★★	★★★★★	★★★☆☆
CANAGAN	73%	★★★★☆	★★★★★	★★★★☆	★★★★☆
HILL'S	72%	★★★★☆	★★★★★	★★★★☆	★★★☆☆
CHAPPIE	72%	★★★★☆	★★★★☆	★★★★☆	★★★☆☆
TAILS	71%	★★★★☆	★★★★★	★★★★☆	★★★★☆
LILY'S KITCHEN	71%	★★★★☆	★★★★★	★★★★☆	★★★★☆
EUKANUBA	71%	★★★★☆	★★★★★	★★★★☆	★★★★☆
ALDI	68%	★★★★☆	★★★★☆	★★★★★	★★★☆☆
BUTCHER'S	68%	★★★★☆	★★★★☆	★★★★★	★★★★☆
NATURO	68%	★★★★☆	★★★★★	★★★★☆	★★★☆☆
TESCO	67%	★★★★☆	★★★☆☆	★★★★☆	★★★☆☆
FORTHGLADE	67%	★★★★☆	★★★★★	★★★★☆	★★★★☆
WAGG	66%	★★★★☆	★★★★☆	★★★★☆	★★★★☆
WINALOT	66%	★★★★☆	★★★☆☆	★★★★☆	★★★☆☆
PEDIGREE	66%	★★★★☆	★★★★☆	★★★★★	★★★☆☆
NATURES MENU	65%	★★★★☆	★★★★★	★★★★★	★★★★☆
HARRINGTONS	65%	★★★★☆	★★★★☆	★★★★★	★★★☆☆
WAINWRIGHT'S	65%	★★★★☆	★★★☆☆	★★★★☆	★★★☆☆
CESAR	64%	★★★☆☆	★★★☆☆	★★★★★	★★★☆☆
LIDL OWN BRAND	64%	★★★★☆	-	★★★★☆	★★★☆☆
ASDA OWN BRAND	64%	★★★★☆	-	★★★★☆	★★★☆☆
IAMS	63%	★★★★☆	★★★★☆	★★★★★	★★★☆☆
SAINSBURY'S	63%	★★★★☆	★★★☆☆	★★★★☆	★★★☆☆
MORRISONS	62%	★★★★☆	-	★★★★☆	-
BARKING HEADS	59%	★★★☆☆	★★★★★	★★★★☆	★★★★☆
BAKERS	59%	★★★☆☆	★★★☆☆	★★★★☆	★★★☆☆

WHICH? SURVEY MONTHLY COST – 10KG DOG (NOVEMBER 2021)

BRAND	HILL'S	ROYAL CANIN	IAMS	BAKERS	HARRINGTONS	BURNS
MONTHLY COSTS	£16.78	£13.82	£11.45	£10.07	£10.01	£9.95

**1<sup>ST</sup> OUT OF 30 BRANDS**

**WHICH? 2022 BEST DOG FOOD POLL**

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**FOR THE SECOND YEAR RUNNING**