

LLM SHELF CATEGORY REPORT

Who Rules the Dog Bowl?

Which dog food brands does artificial intelligence trust most?



Methodology

45

Real Dog Owners' Questions

7

Use cases: Overall choice, Life stage, Health, Food format, Ingredients and claims, Picky eaters, Price and value

3

Most popular AI models

3

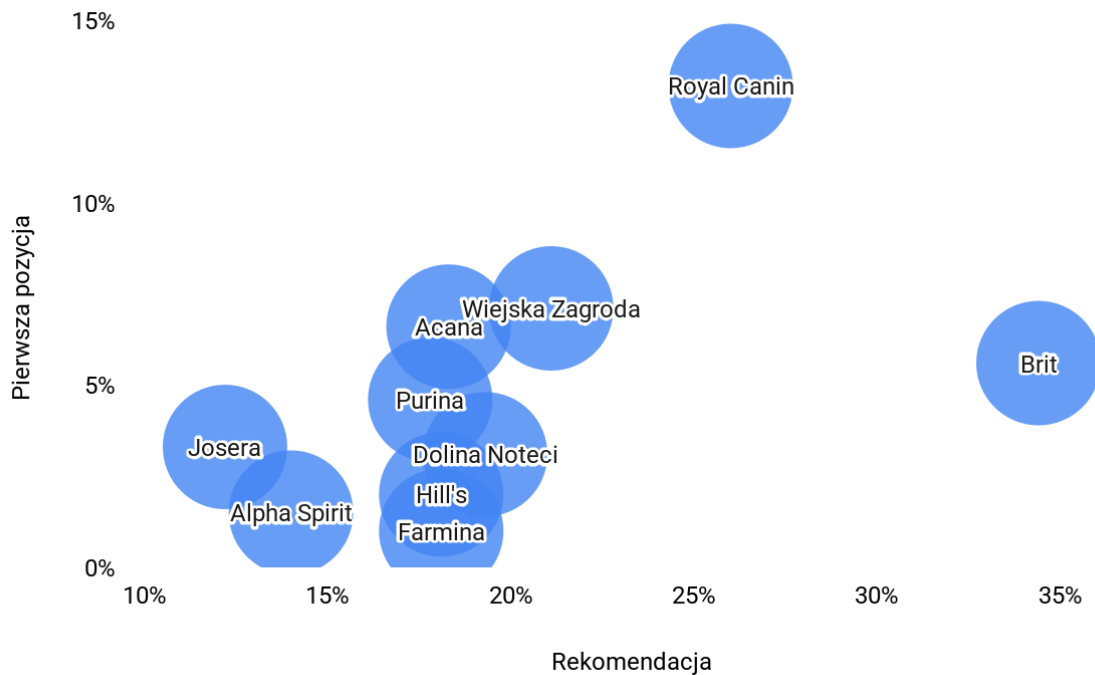
Repetitions

405

Tests completed - 393 text responses analyzed

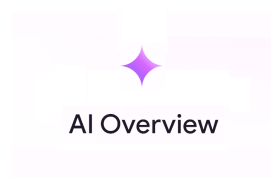
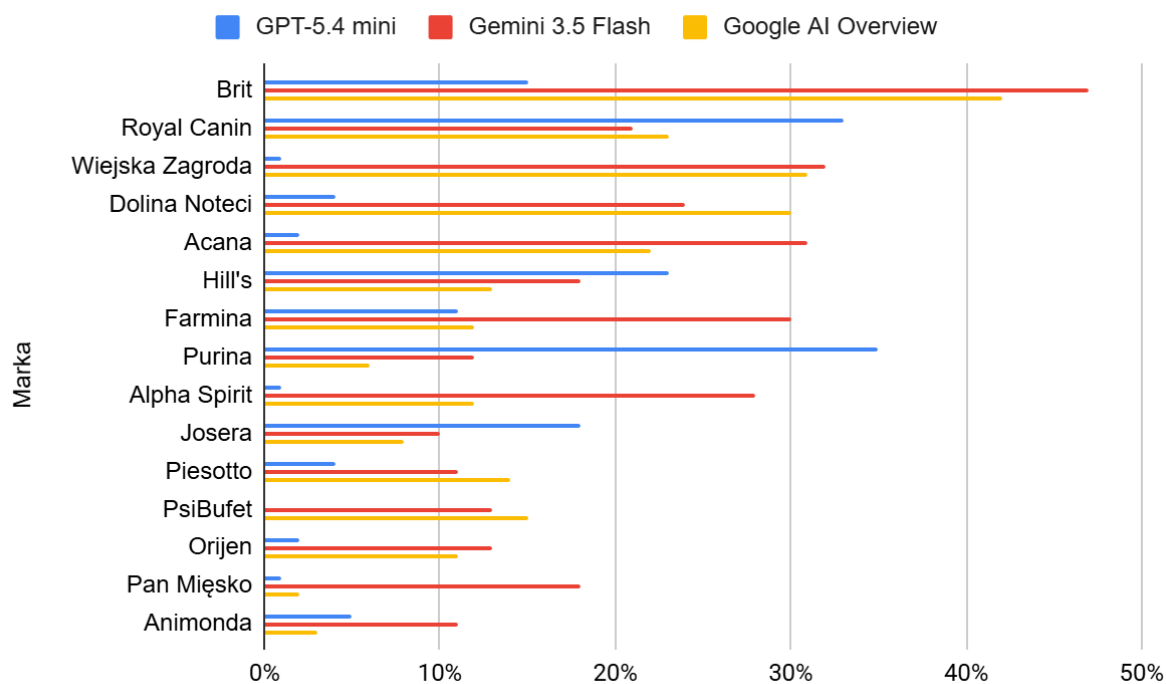
Based on real queries, we simulated scenarios of people asking AI for advice. We tested 7 use cases across Poland's top 3 LLMs.

Brit Most Recommended, Royal Canin Frequently #1.



No Single Leader. Brit wins overall recommendations, but Royal Canin dominates the #1 spot—especially for health or age-specific queries.

Three Models, Three Different Shelves



Purina	35%
Royal Canin	33%
Hill's	23%

Brit	47%
Wiejska Zagroda	32%
Acana	31%

Brit	42%
Wiejska Zagroda	31%
Dolina Noteci	30%

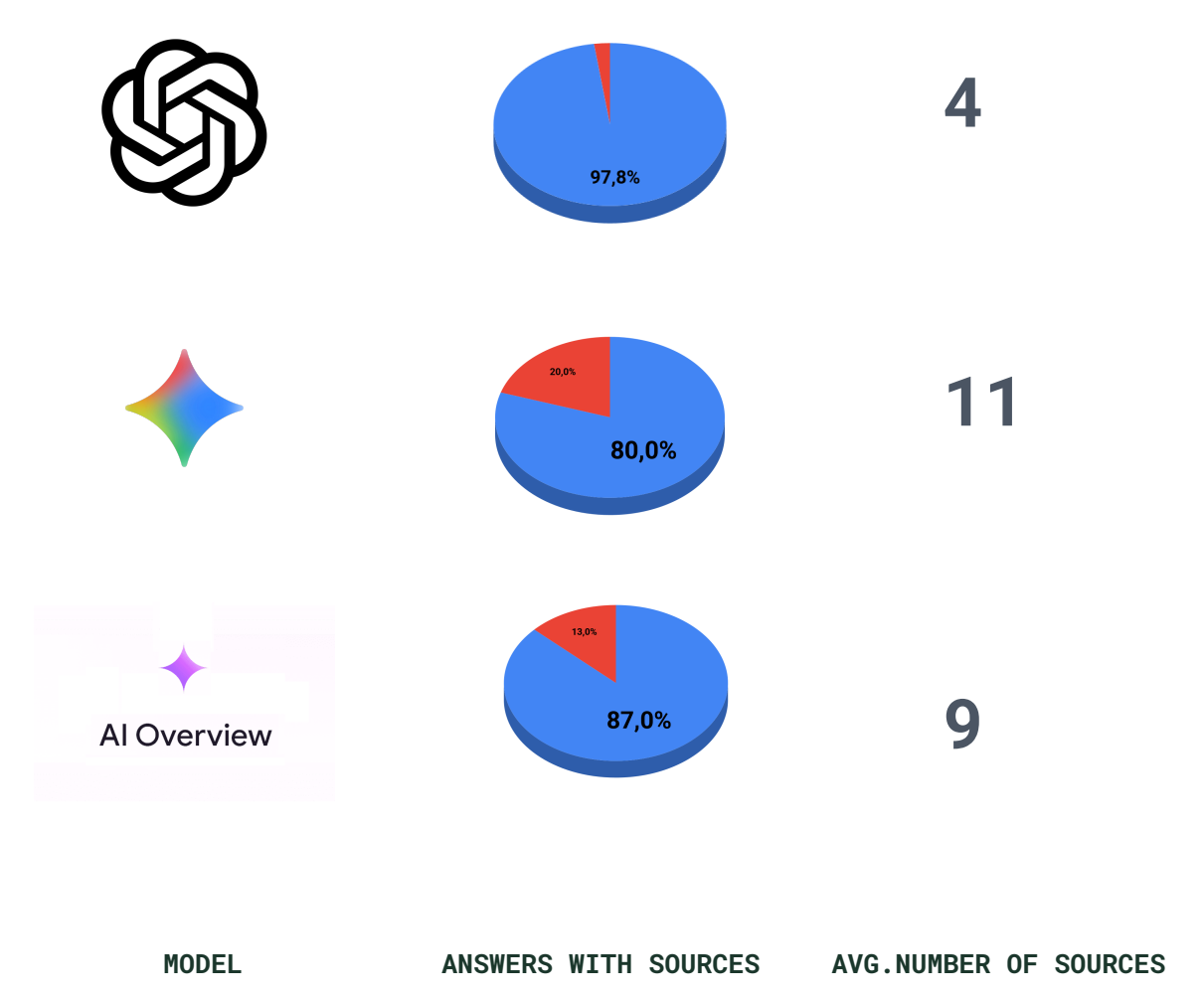
The three models yield different selections and have different winners. Wiejska Zagroda ranks second in Gemini and Google AI Overview, but GPT recommended it only twice.

Context Changes The Result

Overall choice					
		Brit	59%		
		Wiejska Zagroda	46%		
		Farmina	37%		
Life stage		Health		Price and Value	
Brit	59%	Royal Canin	69%	Dolina Noteci	44%
Royal Canin	48%	Hill's	68%	Brit	40%
Acana	44%	Purina	50%	Wiejska Zagroda	23%
Food Format		Ingredients and Claims		Picky Eaters	
Piesotto	41%	Brit	26%	Alpha Spirit	41%
Psi Bufet	36%	Wiejska Zagroda	19%	Dolina Noteci	36%
Micha Pupila	30%	Dolina Noteci	17%	Wiejska Zagroda	27%

AI does not have "one best dog food". Visibility requires diverse yet coherent answers tailored to every specific need, each highlighting specific products, criteria, and sources.

Three Brains, Three Sources



Systems rely not only on their pretrained knowledge but also on external sources. However, they vary substantially in both the number and type of these sources.

Want to know more?

- *Where on the AI Shelf is your brand?*
- *When does your brand win, and when does a competitor take the lead?*
- *What specific questions are users asking AI?*
- *Who emerges as the clear winner, and under what circumstances?*
- *What are the 'sources of truth' for these models?*

contact us:

wnuk@llmshelf.com