

Companies / PetSmart

#340

Rank in U.S.

Performance Score:

45 out of 100

In March 2015 a consortium led by London-based BC Partners Inc. completed its \$8.7 billion acquisition of PetSmart and announced a new top executive for the pet supplies retailer. Former Collective Brands Inc. president and CEO Michael Massey assumed the same titles at PetSmart. Massey replaced David Lenhardt, who had been president and CEO since 2013. PetSmart followed up in April 2015 with the appointment of Eran Cohen, former chief marketing officer at Diane Von Furstenberg, as executive vice president of customer experience to replace Phil Bowman. Cohen's job is to make the retailer a more pleasing place to shop, whether the consumer is on a computer or mobile device or in a store.

Headquarters

19601 N. 27th Ave., Phoenix AZ 85027

Primary Owner

BC Partners Inc.

Merchant Type

Retail Chain

Merchandise Category

Specialty

Website

PetSmart.com

Year Launched: 1999



Financials

Web Sales Range (in \$):

\$40M-\$75M



Operations

Monthly Unique Visitors:

6,700,000

Average Time On Site (in Minutes):

5.9

No. Of States Sales Tax Collected:

45

Total SKUs:

5,000

Shopper Profile

Gender Male:

43.2%

Gender Female:

57%

Age 24 Or Less:

15%

Age 25 - 34:

21%

Age 35 - 44:

18%

Age 45 - 54:

19%

Age 55 - 64:

16%

Age 65+:

12%

Annual Household Income \$30K Or Less:

23%

Annual Household Income \$30K - \$60K:

29%

Annual Household Income \$60K - \$100K:

28%

Annual Income Over \$100K:

20%

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May 2016

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