

Ollie's Obsession Overview: The State of Dogs 2026

The 411 on Canine Wellbeing

Ollie™



A Letter from Tara Zedayko

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Every dog has wellbeing indicators. Sometimes it's the pre-dinner zoomies, the wag of their tail, or the perk of their ears when they see their leash. Other times, it's in the more subtle: the condition of their teeth, the health of their skin, their digestion, or gradual changes in weight. Collectively, these everyday signals tell us something much bigger about the state of dog wellbeing in the U.S.

At Ollie, our mission has always been to help dogs live longer, healthier lives through better nutrition and proactive care. This year's inaugural 'Ollie's Obsession Overview: The State of Dogs 2026' is our way of taking a broader look at how America's dogs are doing today. Drawing on hundreds of thousands of proprietary Health Check-Ins data points completed by Ollie Pack members, alongside a national survey of more than 1,000 American dog parents, this report offers a snapshot of canine health today, and the evolving relationship between dogs and the people who obsess over them.

We're obsessed with the findings. Across several health markers, we're seeing meaningful signs of wellbeing progress: from dental health and coat condition to healthier digestion and weight management. Perhaps most notably, many dogs are improving not because they're receiving treatment after something goes wrong, but because their loving families are taking a proactive role in their health.

This proactive and preventative approach reflects a much larger shift we're seeing in American dog parenting. Today's dog parents are bringing the same wellness mindset they apply to themselves to their dogs. They're asking important questions, monitoring health more consistently, investing in quality nutrition, and recognizing that everyday habits can have a lasting impact.

Ollie's Obsession Overview: The State of Dogs 2026 also reminds us that health is deeply personal. Behind every statistic is a dog with their own personality, preferences, and a family doing everything they can to give them the happiest, healthiest life possible. Whether it's the senior dog making remarkable progress, the puppy building healthy habits early, or the parent completing dozens of Health Check-Ins, these stories are what bring the data to life.

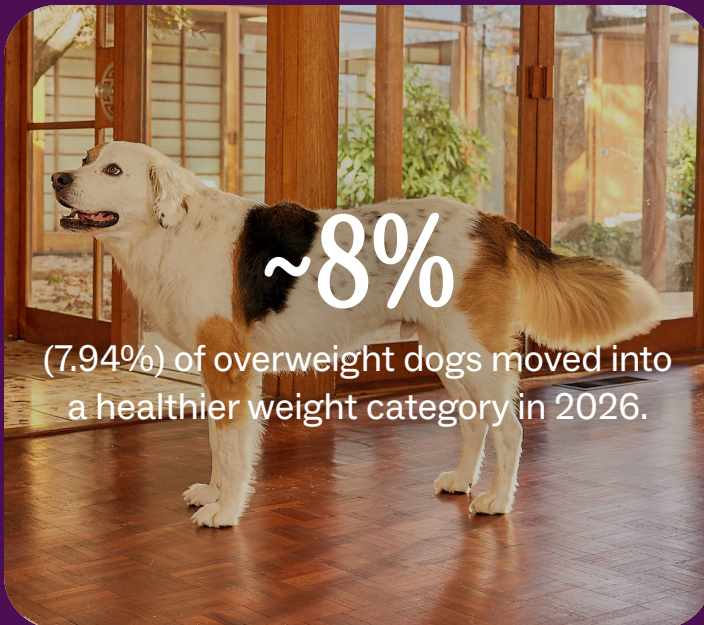
At Ollie, we believe better information leads to better care. By sharing these insights, we hope to deepen the conversation around canine health, celebrate the incredible bond between dogs and their people, and empower every pup parent with knowledge that helps their companion thrive for years to come.

Because when our dogs live healthier lives, we all get to enjoy more of what matters most: more licks, laughter and love.

Weight Report

We can't wait to tell you about dog's healthy weight improvements.

Almost a third (**31%**) of dogs improved in at least one major health indicator in 2026, compared to the previous year in Ollie's Health Check-Ins, demonstrating the overall improved wellbeing of American dogs.

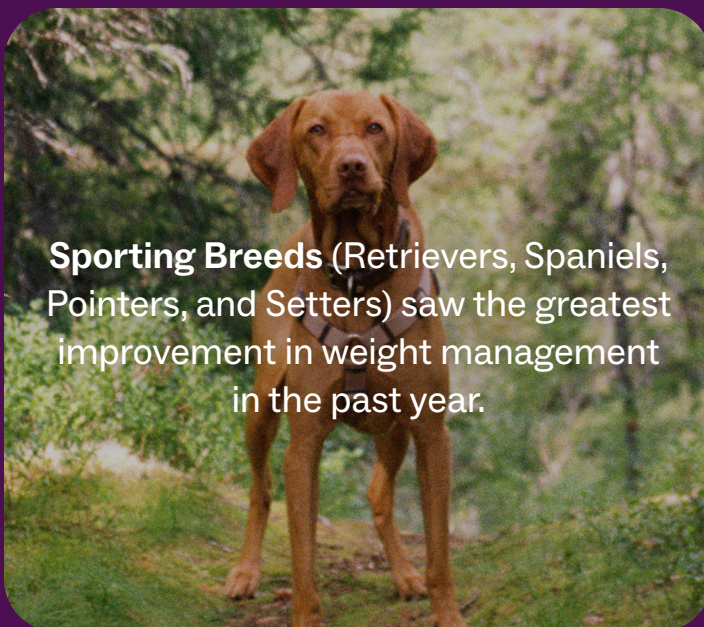


~8%

(7.94%) of overweight dogs moved into a healthier weight category in 2026.

Dogs are exercising more

In the past year, **17.8%** of new Ollie Pack members have "high" activity levels vs. 15.72% of new Ollie Pack members in 2025.



Sporting Breeds (Retrievers, Spaniels, Pointers, and Setters) saw the greatest improvement in weight management in the past year.

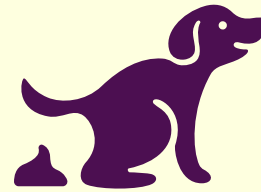


Gut Report

We have a gut-feeling dog wellbeing is improving.

42.3%

Stool health scores saw an improvement in almost half of all dogs who had multiple Health Check-In submissions from 2025 to 2026.



Gut health improved the most notably, above Weight (21%) and Dental (14.2%).

Skin Report

Dogs are more than skin deep.

22%

of dog parents reported “itchy skin” this year out of the 13,900 skin and coat submissions.



Coat condition improved by **2.2%** with 82.4% of dog’s coat conditions having “healthy” assessments vs 80.6% in the prior year.

Dental Report

Dog parents have reason to smile.

13% of Dogs

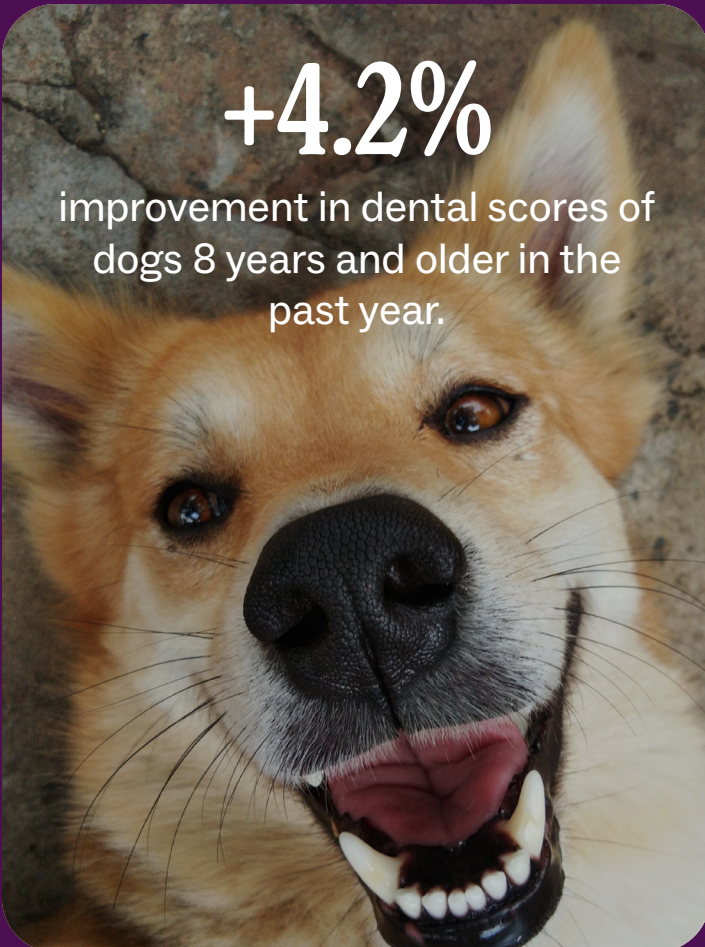
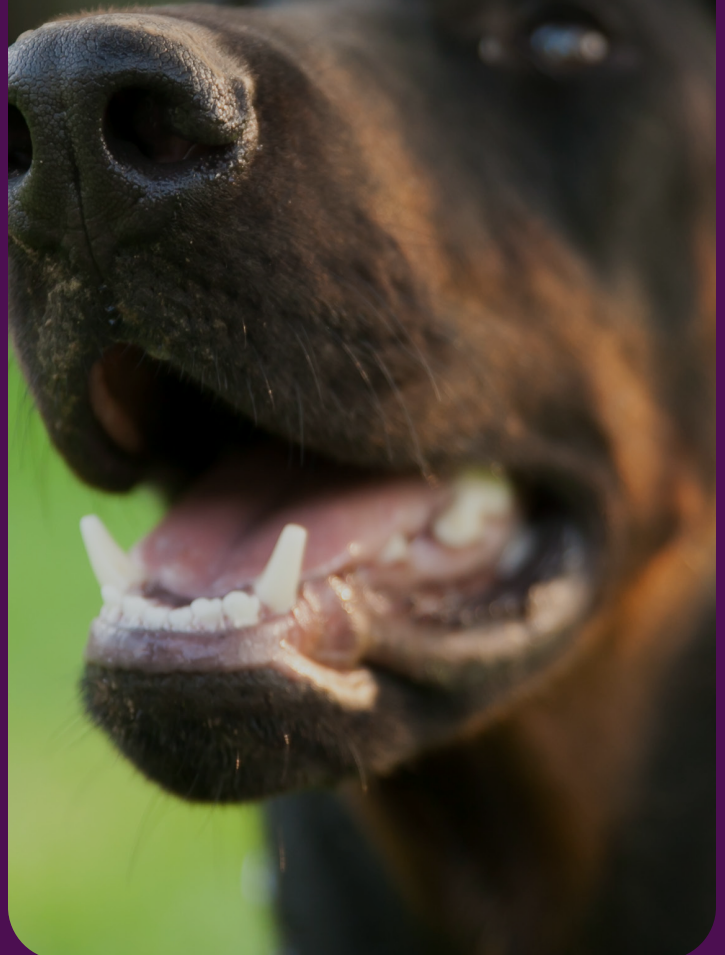
saw dental health improvement
from 2025 to 2026

+4.2%

improvement in dental scores of
dogs 8 years and older in the
past year.

**Doberman
Pinscher**

have the healthiest teeth off the
top 100 most common breeds





These states have something to wag about

Fittest: Colorado

Colorado is the most active dog state with 18.3% of Ollie member sign-ups scoring 'High' activity

Healthiest Weight: New York

65.2% of New York Ollie Pack members have "healthy" weights.

Best Gut Health: Washington

77% of stool submissions scored "healthy."

Healthiest Skin: Idaho

88.2% of dry skin assessments reported "healthy" skin.

The least healthy skin states? Vermont with 26% of assessments showing skin issues, followed by Maine (25%), and Delaware (24.3%).

Most Upperclassmen: Georgia

The Peach State has the oldest dogs on average at **5.4 years old**, with the average Pack member age being 5.2 years old.

Healthiest Teeth: Arizona

46.7% of the state's dogs have "healthy" teeth assessments.

Most Improved: Massachusetts

The Bay State was the most improved state where **25.1%** of dogs with multiple Health Check-In submissions improved their health scores - more than any other U.S. state.

Puppy Pack: New York

New York is the youngest on average at **4.4 years old**.

These dogs are in a breed of their own



Top Dog

The **Labrador Retriever** is the most popular Ollie Pack member breed.



Best Smile

Doberman Pinschers have the healthiest teeth of the top 100 most common breeds.



Biggest Glow Up

French Bulldogs had the greatest weight loss in the past year of the top 25 breeds.



The “It Takes Guts” Award

Appropriately named? **Shih Tzus** have the healthiest poop among the top 25 breeds.



Best Dressed

Cavapoos have the healthiest coat with 82.09% registering as “healthy,” with a variety of Bulldogs having the worst.

Aging like a fine canine

Senior dog health is improving!



Senior dogs (age 7+) showed the greatest health improvements after consistent nutrition.



Dogs 8 years and older improved dental scores by 4.2%.

Fun Facts about our best friends

Beef is the most popular dog protein, closely followed by **Turkey**.



There was a 35.7% increase in dogs named **Travis** and 7% increase in dogs named Taylor from 2025 to 2026.



The most popular dog name is **Luna** with 1,542 active subscribers, followed by Bella and Charlie.

Man's best friend brings out the best in us

98%

of American dog parents consider their dog a member of the family, with **89%** considering their dog their best friend.

Obsessed much?

72%

of American dog parents consider their dog a member of the family, with **89%** considering their dog their best friend.

98%

of American dog parents admit they talk to their dog when no one is home and **88%** say they feel guilty when they leave their dog home alone.

6.5%

of dog parents upload pictures of their dog's stool to Ollie's Health Check-In feature weekly.

68%

of American dog parents admit they'd take five years off their own life to add five years to their dog's.



One dog parent has uploaded the most stool photos with a whopping **55 images in 3 months**. That's a lot of poop pics!

1 in 5

(19%) American dog parents say they're closer with their dog than their own child/children and **29%** say they're closer with their dog than their own parents.



Conclusion

The data tells us an optimistic story about canine wellbeing. America's dogs are largely healthier than they were a year ago. Not because dogs have changed, but because dog parents have. More dog parents are paying attention, checking in, celebrating progress, and treating their dog's wellbeing proactively rather than just when something goes wrong. Behind every pup's improvement is a person who simply wants more happy years with their best friend. So, go on – **Feed the Obsession!**

Sources:

Ollie proprietary Health Check-Ins: 2025-2026

Ollie 'Feed the Obsession' Survey: Jan. 2026, 1,000+ American dog parents