

Purina Petivity Smart Litter Box Monitor System Voted Product of the Year 2025

40,000 American shoppers surveyed to award most innovative products

ST. LOUIS, Feb. 7, 2025 /[PRNewswire](#)/ -- Petivity - powered by Purina, a leader in innovative pet care solutions - is proud to announce that its [Smart Litter Box Monitor System](#) has been awarded the [2025 Product of the Year Award](#) in the cat care category. Product of the Year is the largest consumer-voted award for product innovation, chosen by 40,000 American consumers in a national survey conducted by [Kantar](#), a global leader in consumer research. The common goal is guiding consumers to the best products in their market and rewarding manufacturers for quality and innovation.

Developed by a team of Purina pet behaviorists, veterinarians and data scientists, the Petivity Smart Litter Box Monitor uses AI technology to track your cat's weight, urination and defecation events each time they use their litter box. It identifies subtle but meaningful behavioral changes that may indicate a health issue requiring a veterinary diagnosis.

"We are honored to receive the 2025 Product of the Year award for the Petivity Smart Litter Box Monitor System," said Dr. Ragen McGowan, Purina pet behavior scientist and Director of the Global Pet Digital Product Development Team at Petivity. "This prestigious recognition acknowledges our commitment to creating innovative, high-quality products that positively impact the lives of pets and their owners."

"In a highly crowded and dynamic marketplace, Product of the Year plays a crucial role in linking consumers with the latest products across various industries including food, beverage, personal care, pet care, household and more, that demonstrate innovation," said Mike Nolan, Global CEO of Product of the Year Management. "We're thrilled to celebrate Petivity as a 2025 Product of the Year Award Winner, voted on by consumers for the unique value, quality, and innovation it brings to households nationwide."

Product of the Year accepts entries each year from recently launched consumer-packaged goods that demonstrate exceptional innovation in their function, design, packaging or ingredients. Products are placed into categories such as food, beverage, personal care, household care, etc. with winners chosen per category in the survey of 40,000 U.S. consumers. The annual Product of the Year Award provides a trusted resource to easily guide consumers to the best new products on the market, reflecting trends and categories that shoppers care about.

For more information about the Petivity Smart Litter Box Monitor System visit [Petivity.com](#). For exclusive Purina pet care content and rewards download the [myPurina app](#) on the App Store and Google Play.

About Nestlé Purina PetCare:

Nestlé Purina PetCare creates richer lives for pets and the people who love them. Founded in 1894, Purina has helped dogs and cats live longer, healthier lives by offering scientifically based nutritional innovations.

Purina manufactures some of the world's most trusted and popular pet care products, including Purina ONE, Pro Plan, Friskies and Tidy Cats. Our more than 11,000 U.S. associates take pride in our trusted pet food, treat and litter brands that feed 46 million dogs and 68 million cats every year. Nearly 500 Purina scientists, veterinarians, and pet care experts ensure our commitment to unsurpassed quality and nutrition.

Over the past five years, Purina has contributed more than \$150 million towards organizations that bring, and keep, people and pets together, as well as those that help our communities and environment thrive.

Purina is part of Nestlé, a global leader in Nutrition, Health and Wellness. For more information, visit [purina.com](https://www.purina.com) or subscribe [here](#) to get the latest Purina news.

About Product of the Year:

Product of the Year is the largest consumer-voted award for product innovation. Established over 30 years ago, POY currently operates in over 40 countries with the same purpose: Guide consumers to the best products in their market and reward manufacturers for quality and innovation. Product of the Year winners are backed by the votes of 40,000 consumers in a national representative study conducted by research partner Kantar, a global leader in consumer research. The award is a powerful merchandising program for marketers proven to increase product sales, distribution, and awareness. Winning products are announced in February each year and receive the right to use the Product of the Year logo in marketing communications for two years. For more information, visit productoftheyearusa.com.

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