

# Other Pet Food in Mexico

May 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Consumer concerns for other pets' quality of life
- Economic pressures drive changes in consumer habits
- Mexicans migrate to e-commerce for other pet food due to convenience

PROSPECTS AND OPPORTUNITIES

- Children and older adults are target consumers to maintain growth of other pet food
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- Competitive landscape to remain fragmented, while e-commerce will gain traction

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