



# Pet Care in Latin America

June 2024

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Scope

Key findings

## REGIONAL OVERVIEW

Dog food sales much higher than cat food in Latin America

Latin America is recording above-average growth in its pet care sales

Latin American pet care market continues recording healthy value growth

Bigger dog than cat populations in Latin American countries

Other pet food least dynamic over 2019-2024

Sales in dry dog and cat food still much greater than in wet dog and cat food

Trend away from large dogs visible in some Latin American countries

Pet shops and superstores the biggest pet care distribution channel

E-commerce continues making gains in pet care

## LEADING COMPANIES AND BRANDS

High levels of concentration across regional pet care markets

Local players making gains in the Argentinian pet care market

Mars and Nestlé with a presence across the Latin America region

Mars and Nestlé lines dominate the regional top 10 brands in Latin America

## FORECAST PROJECTIONS

Continued growth expected throughout the forecast period

Premiumisation and pet humanisation will continue to drive value growth

## COUNTRY SNAPSHOTS

Argentina: Market Context

Argentina: Competitive and Retail Landscape

Brazil: Market Context

Brazil: Competitive and Retail Landscape

Chile: Market Context

Chile: Competitive and Retail Landscape

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Colombia: Competitive and Retail Landscape

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Peru: Market Context

Peru: Competitive and Retail Landscape

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