

Cat Food in Colombia

April 2024

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Cat Food in Colombia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Cat food sees slowed growth in 2024 Cat owners apply their own dietary preferences to their pets Mixers and treats sees greater diversity in 2024

PROSPECTS AND OPPORTUNITIES

Wet food offers further potential, supported by rising cat population and demand for more nutritious variants Supplements set to grow and become more dynamic during the forecast period Significant scope for growth of private label options and green alternatives

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