

# Cat Food in Mexico

May 2024

**Table of Contents** 

# Cat Food in Mexico - Category analysis

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Healthy growth of wet cat food in Mexico continues Coexistence of species grows in Mexican homes Use of better ingredients drives launches and reformulations

## PROSPECTS AND OPPORTUNITIES

Growth in cat population and interest in health will promote the launch of functional products Players will continue to promote social and sustainable programmes E-commerce and discounters set to gain further ground in distribution of cat food

#### CATEGORY INDICATORS

Table 1 - Cat Owning Households: % Analysis 2019-2024Table 2 - Cat Population 2019-2024Table 3 - Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2019-2024

## CATEGORY DATA

Summary 1 - Cat Food by Price Band 2024 Table 4 - Sales of Cat Food by Category: Volume 2019-2024 Table 5 - Sales of Cat Food by Category: Value 2019-2024 Table 6 - Sales of Cat Food by Category: % Volume Growth 2019-2024 Table 7 - Sales of Cat Food by Category: % Value Growth 2019-2024 Table 8 - Sales of Dry Cat Food by Life-Cycle: % Value 2019-2024 Table 9 - Sales of Wet Cat Food by Life-Cycle: % Value 2019-2024 Table 10 - NBO Company Shares of Cat Food: % Value 2019-2023 Table 11 - LBN Brand Shares of Cat Food: % Value 2020-2023 Table 12 - LBN Brand Shares of Cat Treats and Mixers: % Value 2020-2023 Table 13 - Distribution of Cat Food by Format: % Value 2019-2024 Table 14 - Forecast Sales of Cat Food by Category: Volume 2024-2029 Table 15 - Forecast Sales of Cat Food by Category: % Volume Growth 2024-2029 Table 16 - Forecast Sales of Cat Food by Category: % Volume Growth 2024-2029 Table 17 - Forecast Sales of Cat Food by Category: % Value Growth 2024-2029

## Pet Care in Mexico - Industry Overview

## EXECUTIVE SUMMARY

Pet care in 2024: The big picture 2024 key trends Competitive landscape Retailing developments What next for pet care?

## MARKET INDICATORS

Table 18 - Pet Populations 2019-2024

## MARKET DATA

Table 19 - Sales of Pet Food by Category: Volume 2019-2024Table 20 - Sales of Pet Care by Category: Value 2019-2024Table 21 - Sales of Pet Food by Category: % Volume Growth 2019-2024Table 22 - Sales of Pet Care by Category: % Value Growth 2019-2024Table 23 - NBO Company Shares of Pet Food: % Value 2019-2023

 Table 24 - LBN Brand Shares of Pet Food: % Value 2020-2023

- Table 25 NBO Company Shares of Dog and Cat Food: % Value 2019-2023
- Table 26 LBN Brand Shares of Dog and Cat Food: % Value 2020-2023
- Table 27 Penetration of Private Label in Pet Care by Category: % Value 2019-2024
- Table 28 Distribution of Pet Care by Format: % Value 2019-2024
- Table 29 Distribution of Pet Care by Format and Category: % Value 2024
- Table 30 Distribution of Dog and Cat Food by Format: % Value 2019-2024
- Table 31 Distribution of Dog and Cat Food by Format and Category: % Value 2024
- Table 32 Forecast Sales of Pet Food by Category: Volume 2024-2029
- Table 33 Forecast Sales of Pet Care by Category: Value 2024-2029
- Table 34 Forecast Sales of Pet Food by Category: % Volume Growth 2024-2029
- Table 35 Forecast Sales of Pet Care by Category: % Value Growth 2024-2029

#### DISCLAIMER

## SOURCES

Summary 2 - Research Sources

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cat-food-in-mexico/report.