

Pet Products in Mexico

June 2023

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Pet Products in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Adequate care for pet health and wellbeing remains strong on the agenda Independent specialist stores continue to gain ground Cat litter further benefits from rise in households with multiple cats and innovation

PROSPECTS AND OPPORTUNITIES

Omnichannel strategy to attract both existing and new pet owners Expanding range of products to reflect diverse path of pet ownership Innovation to secure growth and tap into new opportunities

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DISCLAIMER

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