

# Cat Food in Latin America

August 2022

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Scope

Key findings

## REGIONAL OVERVIEW

Latin America seeing strong growth in cat food

Positive growth rates being recorded throughout the 2017-2027 period

All countries recording positive growth in cat food over 2017-2022

Cat treats and mixers dynamic in Chile

Mid-priced cat food dominates new sales over 2017-2022

Humanisation trend shaping developments in the cat food market

Pet shops the biggest distribution channel for cat food in Latin America

Pandemic boosts e-commerce share in Latin America

## LEADING COMPANIES AND BRANDS

High levels of concentration in cat food competitive landscapes

Grandfood gaining share in Brazil, Mars and Nestlé expanding production in Mexico

Grandfood , Rinti , Champion and Contegral among the single-market players

Whiskas remains the clear regional leader among cat food brands

## FORECAST PROJECTIONS

Continued positive value growth expected for cat food over the forecast period

Wet cat food and treats and mixers will outpace dry cat food growth in 2017-2022

## 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

Colombia: Market Context

Colombia: Competitive and Retail Landscape

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Mexico: Competitive and Retail Landscape

Peru: Market Context

Peru: Competitive and Retail Landscape

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