

# Cat Food in Argentina

April 2024

**Table of Contents** 

# Cat Food in Argentina - Category analysis

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Increasing cat population drives growth of cat food in 2023 and 2024

Lower prices and product improvements drive growth of national companies

Larger pack sizes benefit from attractive prices and home delivery

## PROSPECTS AND OPPORTUNITIES

Cat population growth will support future demand

Challenges for wet cat food

Promising future for cat treats with the expansion of the cat population

### **CATEGORY INDICATORS**

Table 1 - Cat Owning Households: % Analysis 2019-2024

Table 2 - Cat Population 2019-2024

Table 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: Value 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 Argentina - 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 2019-2024

Table 20 - Sales of Pet Care by Category: Value 2019-2024

Table 21 - Sales of Pet Food by Category: % Volume Growth 2019-2024

Table 22 - Sales of Pet Care by Category: % Value Growth 2019-2024

Table 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 focusing 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-argentina/report.