

# Cat Food in Mexico

June 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Cat ownership is on the rise in Mexico, especially in large cities

Wet cat food is more dynamic performer, supported by innovation and new players

Dry food remains the preferred choice of cat owners, and seeks to offer specific benefits

#### PROSPECTS AND OPPORTUNITIES

Sustainable packaging as part of players' growth strategies

Wet food offers further potential, supported by rising cat population and demand for products considered more nutritious

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