

Other Pet Food in Mexico

June 2023

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Other Pet Food in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bird food on the decline, while small mammal/reptile food and fish food see modest growth

E-commerce is gaining relevance, but pet shops and superstores continues to dominate distribution of other pet food

Other pet food less sensitive to inflationary pressures and supported by innovation

PROSPECTS AND OPPORTUNITIES

Low maintenance and less financial pressure to sustain demand

Small pets as influencers on social media create opportunity for brands to engage with consumers

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