

# Dog Food in Argentina

April 2024

**Table of Contents** 

# Dog Food in Argentina - Category analysis

## KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Triple-digit inflation drives a switch to cheaper brands

National companies continue to gain ground

Apartment life benefits growth of small and medium dog populations

# PROSPECTS AND OPPORTUNITIES

Forrajerias expected to gain ground

Potential of underdeveloped wet dog food

Private label expected to remain a niche

#### CATEGORY INDICATORS

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

Table 2 - Dog Population 2019-2024

Table 3 - Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2019-2024

### **CATEGORY DATA**

Summary 1 - Dog Food by Price Band 2024

Table 4 - Sales of Dog Food by Category: Volume 2019-2024

Table 5 - Sales of Dog Food by Category: Value 2019-2024

Table 6 - Sales of Dog Food by Category: % Volume Growth 2019-2024

Table 7 - Sales of Dog Food by Category: % Value Growth 2019-2024

Table 8 - Sales of Dry Dog Food by Life-Cycle: % Value 2019-2024

Table 9 - Sales of Wet Dog Food by Life-Cycle: % Value 2019-2024

Table 10 - NBO Company Shares of Dog Food: % Value 2019-2023

Table 11 - LBN Brand Shares of Dog Food: % Value 2020-2023

Table 12 - LBN Brand Shares of Dog Treats and Mixers: % Value 2020-2023

Table 13 - Distribution of Dog Food by Format: % Value 2019-2024

Table 14 - Forecast Sales of Dog Food by Category: Volume 2024-2029

Table 15 - Forecast Sales of Dog Food by Category: Value 2024-2029

Table 16 - Forecast Sales of Dog Food by Category: % Volume Growth 2024-2029

Table 17 - Forecast Sales of Dog 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/dog-food-in-argentina/report.