Euromonitor International

Pet Care in Latin America

June 2024

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Scope
Key findings

REGIONAL OVERVIEW

Dog food sales much higher than cat food in Latin America
Latin America is recording above-average growth in its pet care sales
Latin American pet care market continues recording healthy value growth
Bigger dog than cat populations in Latin American countries
Other pet food least dynamic over 2019-2024
Sales in dry dog and cat food still much greater than in wet dog and cat food
Trend away from large dogs visible in some Latin American countries
Pet shops and superstores the biggest pet care distribution channel
E-commerce continues making gains in pet care

LEADING COMPANIES AND BRANDS

High levels of concentration across regional pet care markets
Local players making gains in the Argentinian pet care market
Mars and Nestlé with a presence across the Latin America region
Mars and Nestlé lines dominate the regional top 10 brands in Latin America

FORECAST PROJECTIONS

Continued growth expected throughout the forecast period
Premiumisation and pet humanisation will continue to drive value growth

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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Peru: Market Context
Peru: Competitive and Retail Landscape

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