



Dog Food in Peru

May 2022

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Dog Food in Peru - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Increased ownership is driving robust growth in dog food demand

Deepening pet humanisation trend is driving premiumisation

Rising raw material and energy costs combine with currency devaluation to drive spike in unit pricing

PROSPECTS AND OPPORTUNITIES

Pet humanisation and an expanding canine population will continue to drive strong demand growth

Premium products with natural positioning will grow in popularity

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