

Other Pet Food in Mexico

June 2022

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Other Pet Food in Mexico - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales of fish food are losing shares to food for other species such as small mammals, whilst birds remain on a negative trend

E-commerce sustains growth as pet owners continue to embrace the wide variety and incentives found online

Other pet food remains fragmented, with Grupo Acuario Lomas maintaining its lead

PROSPECTS AND OPPORTUNITIES

Other pet food set to remain fragmented over the forecast period

New product launches to focus on packaging innovations, with specialised marketing also expected

Increasing array of sophisticated products to be launched, with other pet food following the same health and wellness trends in dog and cat food

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