

Pet Products in Peru

May 2022

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2022 DEVELOPMENTS

As unit pricing stabilises, the rate of growth in retail constant value sales slows

Demand for cat litter is less elastic than either pet healthcare or other pet products because cat owners consider it more essential

Counterfeit products are increasingly available online

PROSPECTS AND OPPORTUNITIES

An expanding pet population and pet humanisation will remain the main growth drivers

Cat litter made from sustainable materials will proliferate, but its appeal will be limited

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