

Brazil Pet Food Market - Growth, Trends, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 75 pages | Mordor Intelligence

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Report description:

The Brazil pet food market is projected to register a CAGR of 7.6% during the forecast period.

Key Highlights

The Brazilian pet industry is one of the most vibrant and resilient globally. In recent years, consumers have been treating pets as members of their families, and this pet humanization trend has taken off in Brazil. It has grown to the point where many consumers will spend extra money or effort to get natural, high-quality foods for their pets. They want their pets to live long, healthy lives, and one of the easiest ways to promote this is through their food intake.

Dogs are the favorite pets in Brazilian households. According to the Brazilian Institute of Geography and Statistics, there were nearly 55.9 million dogs as pets in Brazil in 2021. With the rising number of Brazilian homes having a dog, pet food demand is expected to expand further in the coming years. The cat population in Brazil has also grown steadily over the years.

Mars Inc., Nestle Purina, Total Alimentos SA (ADM Animal Nutrition), Premier Pet, and Colgate-Palmolive are some of Brazil's leading pet food manufacturers. These companies are engaged in various strategies, such as expansion and launching new innovative products, to strengthen their position in the market.

In 2021, Nestle Purina invested about USD 1 billion to construct a new industrial park in the state of Santa Catarina, focusing on the production of feed for dogs and cats. The new facility is being established to meet the growing local pet food demand and consolidate Brazil as an export platform.

Brazil Pet Food Market Trends

Increasing Pet Humanization Among the Pet Owners

Pet humanization results from rising income, changing demographic patterns, and consumer preferences. There has been a shift

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toward pet parenting from ownership, which has influenced the purchasing decisions of pet products. The rise in income led to more imports of pet foods for retail sales in Brazil. As per World Bank data, the upper-middle-class income in 2021 was USD 27.1 trillion.

Furthermore, consumers demand clean labels due to increasing health consciousness for their pets. Currently, pet owners are resolute about knowing the food constituent information of the various pet food products. As a result, some pet food companies claim transparency in the sourcing and processing of ingredients. In Brazil, many consumers are turning to dogs and cats for companionship.

The changes in Brazilian families' profiles significantly impact the relationship between humans and pets. There has been an increase in couples who choose not to have children or only one child and seek the company of a pet. Longevity and solitary lifestyle in big cities make pets important in people's lives.

Increasing Dog Population

Dogs are the favorite pets in Brazilian households. Brazilian own dogs for different reasons, with some doing so out of pure love for the loyal creatures, while others do so for more practical purposes, like using the dogs as a fashion symbol or for companionship. Brazilian Mastiff, Brazilian Terrier, Pampas Deerhound, Campeiro Bulldogs, Mountain Bulldog, and Brazilian Dogo are some of the dog breeds preferred by the country's pet owners in recent years. The different dog food and treats explicitly produced for these breeds are expected to increase the revenue generated through pet food.

By animal type, dogs continue to dominate the Brazilian pet food market. For instance, according to Associacao Brasileira da Industria de Produtos para Animais de Estimacao (ABINPET), In 2021, there were nearly 149.6 million total pets in Brazil, of which over 58.1 million were dogs. With the rising number of Brazilian homes having a dog, pet food demand is expected to expand further in the coming years.

The popularity of dogs continued to increase during the last century in the region, according to various studies. The number of dog owners increased more than cat owners, which reflects the relative ease of having a dog as a pet in the modern lifestyle. Mars, Hill's Pet Nutrition, Nestle Brazil Ltda, ADM, and Affinity Petcare S.A. are some of Brazil's leading pet food manufacturers. These companies are engaged in various strategies, such as expansion and the launch of new innovative products, to strengthen their position in the market, further fueling the market growth during the studied period.

Brazil Pet Food Market Competitor Analysis

The Brazilian pet food market is highly consolidated, with the top five players accounting for a significant market share. The Brazilian pet food market consists of a few global players like ADM, Nestle, Mars Incorporated, Hill's Pet Nutrition, etc. Still, domestic companies also play a major role in the market. Although the top three places in the market are occupied by multinational companies like ADM, Mars, and Nestle, domestic companies also occupy a major share of the market. Going by the various strategies being followed in the market, the Brazilian pet food market is expected to be more consolidated.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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