

## **Cat Food in Colombia**

Market Direction | 2023-04-25 | 27 pages | Euromonitor

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### **Report description:**

Despite being a small category and one where the competition is not highly fragmented, cat treats and mixers is seeing ongoing rapid growth in Colombia. Brands such as Ciao, from Inaba Pet Food Co Ltd, are responsible for this performance, because they offer appealing and differentiated cat treats, such as Ciao Churu, which is a creamy treat made with ingredients such as tuna and salmon, or Churu Pops, which is a moist and chewy treat made with human-grade ingredients. With cats being rather sel...

Euromonitor International's Cat Food in Colombia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Cat Treats and Mixers, Dry Cat Food, Wet Cat Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Cat Food market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Development of new brands in the market as consumers seek out healthier food with fewer preservatives

The cat food category is increasingly attractive to a variety of industry players

#### PROSPECTS AND OPPORTUNITIES

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