

Dog Food in Colombia

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

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Report description:

The dog treats and mixers and wet dog food categories have been experiencing strong growth in the country. Pet owners are increasingly concerned about their pets' nutritional needs as well as seeking out tasty products for their dogs, as they are considered important family members. The humanisation trend has been shaping the landscape of dog food for several years in Colombia. Due to continued difficulties regarding consumers' incomes, economy wet dog food is also performing well, as many cash...

Euromonitor International's Dog 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: Dog Treats and Mixers, Dry Dog Food, Wet Dog 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 Dog 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Dog food benefits from growth of wet dog food and dog treats and mixers

High and rising costs of dog food inputs in 2022 and 2023 lead to higher prices for pet owners

Retailers delve into the production of private label dog food and experience strong consumer uptake given the scenario of rising costs

PROSPECTS AND OPPORTUNITIES

The drive for healthier human food is also seen in a preference for dog food with fewer grains that are healthy and balanced

The entry of food giant Grupo Nutresa in dog food and mass consumption in pet care shapes the category over the forecast period

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