

Other Pet Food in Colombia

Market Direction | 2023-04-25 | 24 pages | Euromonitor

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Report description:

Other pet food showed only modest growth in 2022 with the bird, fish and reptile populations all declining in Colombia. The awareness of pets as sentient beings makes people less willing to keep small mammals and birds. Dogs and cats are much-preferred pets with these animals seen to offer more companionship and more fitting for the pet humanisation trend. Moreover, ownership of reptiles is forbidden in Colombia and, with enforcement of laws regarding the protection of biodiversity, Colombians a...

Euromonitor International's Other Pet 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: Bird Food, Fish Food, Small Mammal/Reptile 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 Other Pet 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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OTHER PET FOOD IN COLOMBIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Other pet food is not a new category although its small size makes it less attractive for brands and retailers

Other pet food is characterised by a low level of specialism

Diversification in snacks for small mammals is in its infancy

PROSPECTS AND OPPORTUNITIES

Specialised channels for other pets are present in the country but are niche

Retail e-commerce is a strategic channel enabling this small category to reach a wider audience

Other pet food lacks substantial growth in the forecast period

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