

## **Mexico Pet Food - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2017 - 2029**

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### **Report description:**

The Mexico Pet Food Market size is estimated at USD 3.29 billion in 2024, and is expected to reach USD 4.58 billion by 2029, growing at a CAGR of 6.84% during the forecast period (2024-2029).

Dogs dominated the Mexican pet food market owing to the high pet population and availability of a wide range of pet food options

- The Mexican pet food market increased by 18.8% between 2017 and 2022. The market's growth is associated with the changing economic and social landscape in Mexico and the rapid increase in middle-class income levels, along with the aging population. This has resulted in a surge in pet ownership, driving the demand for pet food.
- The dog food segment held a dominant position in the Mexican pet food market, with a market value of USD 2.29 billion in 2022. This dominance can be attributed to the high population of dogs in the country, accounting for about 69.8% of the pet population. The segment grew by approximately 18.0% between 2017 and 2021. This growth is primarily driven by a significant number of pet owners transitioning from home-cooked food to commercial pet food in the country.
- The cat food segment is expected to experience the highest growth rate in Mexico's pet food market, with a projected CAGR of 7.2% during the forecast period. This is owing to the significant increase in the cat population, which grew by 41.3% between 2017 and 2022. The rise in the number of cats has created a larger consumer base for cat food products. Cats are gaining popularity as pets due to their low maintenance requirements and cost-effectiveness compared to other pets.
- The other animals include birds, small mammals, and rodents. These animals have unique nutritional requirements that need to be fulfilled through specialized pet food products. In 2022, the market value for other animal pet food reached USD 104.3 million.
- The increasing awareness among pet owners and the growing population of pets in the country are expected to drive the pet food market in the coming years.

## Mexico Pet Food Market Trends

The availability of a wide range of commercial cat foods and flourishing cat cafes led to a rise in cat adoptions in the country

- In Mexico, the ownership of cats is experiencing a substantial upward trend, largely driven by the increasing trend in pet humanization. Between 2019 and 2022, the population of pet cats in the country witnessed a significant surge of about 7.2%. This surge can be attributed to a growing number of individuals who are choosing to adopt cats as companions, particularly during the pandemic when people spent extended periods at home.
- As of 2022, cats accounted for 20.0% of the overall pet population in Mexico. However, this share was relatively limited due to the significant presence of street cats in the country. It is estimated that the population of street cats in Mexico is up to three times higher than that of cats living under human ownership. The significant presence of street cats in Mexico may encourage more pet owners to adopt them during the forecast period. However, overall pet ownership in Mexico is on an upward trend, with approximately 70.9% of households owning at least one pet as of 2022. There is a growing interest among individuals in owning cats as pets, and people are developing an increased appreciation for the unique personalities and behaviors exhibited by these feline companions.
- The prominent trend in Mexico is the emergence of cat cafes, which have gained popularity among the population. These cafes provide customers with the opportunity to interact with cats in a comfortable and relaxing environment while enjoying a beverage or meal. This trend is anticipated to continue its upward trajectory during the forecast period, indicating a growing affection and appreciation for pet cats in the country. The increasing popularity of cats as pets, coupled with the rise in pet humanization, is anticipated to drive the cat population during the forecast period.

The easy availability of e-commerce platforms and premium pet food products has led to an increase in pet expenditure

- The expenditure on pets in Mexico has been experiencing steady growth, with a substantial increase of approximately 19.9% between 2019 and 2022. This growth can be attributed to multiple factors, including the significant rise in the pet population from 25.7 million to 34.0 million between 2017 and 2022. The increasing trend of pet humanization and the premiumization of pet food are driving the overall pet expenditure in Mexico.
- Mexican pet owners are increasingly prioritizing the health and well-being of their pets, leading them to spend more on high-quality pet food, particularly among the millennials. Consumers are showing a preference for products with higher protein content and fewer grains, and there is also a rising popularity of raw protein food. For instance, the sales of premium dry dog food demonstrated this trend, with a CAGR of 9.0%, increasing from USD 266.6 million in 2017 to USD 410.0 million in 2021. Similarly, premium wet cat food registered a CAGR of 9.4% during the same period.
- In Mexico, pet owners tend to purchase their pets' food from physical stores rather than through online channels. As of 2022, store-based selling, such as through supermarkets, specialty stores, and convenience stores, accounted for about 77.6% of pet food sales, with grocery retailers being the most popular among pet owners. However, the pandemic fueled the growth of e-commerce, where pet owners shifted to online channels as they can offer a wide range of pet products in the comfort of their homes. Online channels accounted for about 22.4% of the total pet food sales in 2022.

- Premiumization and rising awareness about the benefits of quality food are the factors anticipated to drive pet expenditure during the forecast period.

## Mexico Pet Food Industry Overview

The Mexico Pet Food Market is fairly consolidated, with the top five companies occupying 77.31%. The major players in this market are ADM, General Mills Inc., Mars Incorporated, Nestle (Purina) and Schell & Kampeter Inc. (Diamond Pet Foods) (sorted alphabetically).

Additional Benefits:

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

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