

Dog Food in Colombia

Market Direction | 2024-04-25 | 26 pages | Euromonitor

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Report description:

In 2024 current value sales for dog food in Colombia remain strong but are dramatically slower than in 2023, while volume sales are rising slightly. However, volume sales have been relatively low for much of the review period, largely attributed to the significant increase in raw material costs and widespread inflation, which has led to a considerable rise in animal feed prices. Faced with these challenges, players have been responding by implementing promotional strategies to enhance their prod...

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 2019-2023, 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 2028 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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2024 sees current value sales slow dramatically

Consumers start to return to higher-priced variants in 2024

Consumers demand natural products with easy-to-understand ingredients

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