

## **Other Pet Food in Colombia**

Market Direction | 2024-04-25 | 23 pages | Euromonitor

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### **Report description:**

Other pet food continued to decline in Colombia in 2024, with this trend attributable to various cultural aspects that limit growth in this category. One significant factor is the lower emotional connection that many people have with these types of animals compared to cats and dogs. Unlike cats and dogs, which are often seen as companions and family members, other pets may not evoke the same level of attachment or bond due to their less interactive nature.

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 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: 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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Euromonitor International  
April 2024

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Cultural concerns continue to limit other pet food growth  
Other pet food is a category with low margins and differentiation.  
E-commerce supports some sales

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