

## **Mexico Pet Food - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)**

Market Report | 2026-01-16 | 80 pages | Mordor Intelligence

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### **Report description:**

Mexico Pet Food Market Analysis

The Mexico pet food market is expected to grow from USD 3.56 billion in 2025 to USD 3.76 billion in 2026 and is forecast to reach USD 4.91 billion by 2031 at 5.49% CAGR over 2026-2031. Demand is concentrated in large metropolitan areas, where higher household incomes, dense veterinary networks, and modern retail formats reinforce the uptake of premium products. Specialty retailers are expanding their assortments to include functional formulas, while e-commerce platforms are enhancing their last-mile capabilities, thereby improving convenience for heavy or bulky purchases. Local manufacturing expansions by Mars and Nestle raise installed capacity and deepen regional supply chains, helping curb import dependence and shorten delivery lead times. Regulatory upgrades under NOM-012 tighten traceability and stability testing, indirectly favoring larger players with established quality systems.

Mexico Pet Food Market Trends and Insights

Rising Premiumization and Pet Humanization

Mexican pet owners are increasingly treating their companions as family members, driving demand for human-grade ingredients and specialized nutrition formulations. International retailers, including Petco and Amazon, have introduced high-end imported brands, pressuring local manufacturers like Nupec to invest in advanced processing technologies and automated packaging lines that enable them to position themselves as super-premium. This trend reflects broader consumer willingness to prioritize pet

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welfare over price sensitivity, particularly among Gen Z and millennial demographics who view pets as emotional support systems rather than traditional working animals. Scientific formulations incorporating functional ingredients command premium pricing while building brand loyalty through veterinarian endorsements and transparent ingredient sourcing.

#### E-commerce Penetration for Pet Products

Digital commerce adoption in Mexico's pet food sector accelerated following pandemic-driven shifts in consumer behavior. According to 2024 Roland Berger consumer research, 52% of Mexican consumers prefer physical stores for pet products, while 29% favor online channels. Medium- to low-income purchasing power segments exhibit a relatively higher willingness to shop online for pet supplies. Walmart de Mexico's expansion of home delivery services across 1,200 stores and 11 million On-Demand deliveries in 2023 demonstrates infrastructure readiness to support pet food e-commerce penetration. Key success factors include inventory breadth, fast delivery capabilities, and competitive shipping costs, as variety and speed rank as top priorities for selecting a Mexican e-commerce platform.

#### Volatile Raw-Material Price

Mexico's food inflation accelerated to 6.5% in June 2024, significantly above the OECD average of 4.7%, creating sustained pressure on pet food ingredient costs. Key protein sources experienced substantial price increases, with United States pork ham rising 10% year-over-year, turkey thigh advancing 46%, and chicken prices climbing 17%, directly impacting formulation costs for manufacturers relying on meat meals and by-products. Transportation costs account for 20-38% of landed costs for imported ingredients, with rail disruptions in December 2023 at the Eagle Pass and El Paso crossings temporarily hindering grain and DDGS shipments, which are essential for pet food production. Currency depreciation of 8.4% year-over-year to 19.48 pesos per USD further amplifies imported ingredient costs, while domestic grain production improvements provide partial offset through increased corn and rice availability.

Other drivers and restraints analyzed in the detailed report include:

Growth in Functional and Nutraceutical Foods  
Increasing Pet Ownership Among Millennials  
Logistics Cost Inflation and Disruptions

For complete list of drivers and restraints, kindly check the Table Of Contents.

#### Segment Analysis

Food products maintained a dominant 65.38% market share in 2025, with dry pet food representing a significant share of the overall market due to its cost-effectiveness and shelf stability advantages. The segment's strength is reinforced by the increasing shift from home-cooked meals to commercial pet food products among Mexican pet owners. Within this segment, dry pet food, particularly kibbles, has emerged as the preferred choice due to its convenience, longer shelf life, and comprehensive nutritional benefits. The segment's robust performance is further supported by major manufacturers expanding their production capabilities and introducing innovative products to meet the evolving demands of pet owners who are increasingly seeking high-quality, nutritionally balanced food options for their pets.

Pet nutraceuticals and supplements are likely to exhibit the strongest growth trajectory, with a 9.22% CAGR through 2031, reflecting sophisticated consumer demand for preventive healthcare and functional nutrition that parallels human wellness trends. The segment's expansion is particularly notable in categories such as vitamins and minerals, probiotics, and omega-3 fatty acids, which are gaining popularity for their specific health benefits. Pet owners are increasingly recognizing the value of these supplements in addressing various health concerns and maintaining their pets' overall well-being. The growth is further supported by veterinarians actively recommending these products and manufacturers introducing innovative formulations that cater to

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specific health needs of different pets.

The Mexico Pet Food Market Report is Segmented by Pet Food Product (Food, Pet Nutraceuticals/Supplements, Pet Treats, and Pet Veterinary Diets), by Pets (Cats, Dogs, and Other Pets), and by Distribution Channel (Convenience Stores, Online Channel, Specialty Stores, Supermarkets/Hypermarkets, and Other Channels). The Market Forecasts are Provided in Terms of Value (USD) and Volume (Metric Tons)

List of Companies Covered in this Report:

Mars, Incorporated Colgate-Palmolive Company (Hill's Pet Nutrition, Inc.) General Mills Inc. Nestle (Purina) Schell & Kampeter, Inc. (Diamond Pet Foods) Affinity Petcare S.A Virbac ADM Dechra Pharmaceuticals PLC Alltech Propecsa ZIGNATURE Merrick Pet Care Grandpet Grupo Sesajal

Additional Benefits:

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

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