



Euromonitor
International

Pet Care in Mexico

May 2025

Table of Contents

[Pet Care in Mexico](#)

EXECUTIVE SUMMARY

Pet care in 2025: The big picture

2025 key trends

Competitive landscape

Retail developments

What next for pet care?

MARKET INDICATORS

Table 1 - Pet Populations 2020-2025

MARKET DATA

Table 2 - Sales of Pet Food by Category: Volume 2020-2025

Table 3 - Sales of Pet Care by Category: Value 2020-2025

Table 4 - Sales of Pet Food by Category: % Volume Growth 2020-2025

Table 5 - Sales of Pet Care by Category: % Value Growth 2020-2025

Table 6 - NBO Company Shares of Pet Food: % Value 2020-2024

Table 7 - LBN Brand Shares of Pet Food: % Value 2021-2024

Table 8 - NBO Company Shares of Dog and Cat Food: % Value 2020-2024

Table 9 - LBN Brand Shares of Dog and Cat Food: % Value 2021-2024

Table 10 - Penetration of Private Label in Pet Care by Category: % Value 2020-2025

Table 11 - Distribution of Pet Care by Format: % Value 2020-2025

Table 12 - Distribution of Pet Care by Format and Category: % Value 2025

Table 13 - Distribution of Dog and Cat Food by Format: % Value 2020-2025

Table 14 - Distribution of Dog and Cat Food by Format and Category: % Value 2025

Table 15 - Forecast Sales of Pet Food by Category: Volume 2025-2030

Table 16 - Forecast Sales of Pet Care by Category: Value 2025-2030

Table 17 - Forecast Sales of Pet Food by Category: % Volume Growth 2025-2030

Table 18 - Forecast Sales of Pet Care by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

[Cat Food in Mexico](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Household dynamics in Mexico continue to favour cat ownership during 2025

A solid customer focus strategy helps Effem maintain its lead in cat food

Pet shops and superstores remains the most significant distribution channel, but hypermarkets and retail e-commerce see growth

PROSPECTS AND OPPORTUNITIES

Cat food in Mexico set to continue experiencing substantial growth

E-commerce to improve customers' overall experience by going beyond convenience

Innovation in cat food expected to go beyond healthy products for cats, also benefiting the health of their owners

Summary 2 - Cat Food by Price Band 2025

CATEGORY INDICATORS

Table 19 - Cat Owning Households: % Analysis 2020-2025

Table 20 - Cat Population 2020-2025

Table 21 - Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2020-2025

CATEGORY DATA

Table 22 - Sales of Cat Food by Category: Volume 2020-2025

Table 23 - Sales of Cat Food by Category: Value 2020-2025

Table 24 - Sales of Cat Food by Category: % Volume Growth 2020-2025

Table 25 - Sales of Cat Food by Category: % Value Growth 2020-2025

Table 26 - Sales of Dry Cat Food by Life-Cycle: % Value 2020-2025

Table 27 - Sales of Wet Cat Food by Life-Cycle: % Value 2020-2025

Table 28 - NBO Company Shares of Cat Food: % Value 2020-2024

Table 29 - LBN Brand Shares of Cat Food: % Value 2021-2024

Table 30 - LBN Brand Shares of Cat Treats and Mixers: % Value 2021-2024

Table 31 - Distribution of Cat Food by Format: % Value 2020-2025

Table 32 - Forecast Sales of Cat Food by Category: Volume 2025-2030

Table 33 - Forecast Sales of Cat Food by Category: Value 2025-2030

Table 34 - Forecast Sales of Cat Food by Category: % Volume Growth 2025-2030

Table 35 - Forecast Sales of Cat Food by Category: % Value Growth 2025-2030

Dog Food in Mexico

KEY DATA FINDINGS

2025 DEVELOPMENTS

Conversion rates increase in Mexico, with more owners feeding their dogs with prepared food, rather than human food scraps

Effem maintains its lead in dog food, based on a solid customer focus strategy

Pet shops and superstores remains the most significant distribution channel within dog food

PROSPECTS AND OPPORTUNITIES

Premiumisation, and commitment to environmental sustainability and social wellbeing set to drive growth

E-commerce to continue leveraging dog owners' need for practicality and convenience

Fresh and frozen segments bet on human-grade ingredients and functional benefits

Summary 3 - Dog Food by Price Band 2025

CATEGORY INDICATORS

Table 36 - Dog Owning Households: % Analysis 2020-2025

Table 37 - Dog Population 2020-2025

Table 38 - Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2020-2025

CATEGORY DATA

Table 39 - Sales of Dog Food by Category: Volume 2020-2025

Table 40 - Sales of Dog Food by Category: Value 2020-2025

Table 41 - Sales of Dog Food by Category: % Volume Growth 2020-2025

Table 42 - Sales of Dog Food by Category: % Value Growth 2020-2025

Table 43 - Sales of Dry Dog Food by Life-Cycle: % Value 2020-2025

Table 44 - Sales of Wet Dog Food by Life-Cycle: % Value 2020-2025

Table 45 - NBO Company Shares of Dog Food: % Value 2020-2024

Table 46 - LBN Brand Shares of Dog Food: % Value 2021-2024

Table 47 - LBN Brand Shares of Dog Treats and Mixers: % Value 2021-2024

Table 48 - Distribution of Dog Food by Format: % Value 2020-2025

Table 49 - Forecast Sales of Dog Food by Category: Volume 2025-2030

Table 50 - Forecast Sales of Dog Food by Category: Value 2025-2030

Table 51 - Forecast Sales of Dog Food by Category: % Volume Growth 2025-2030

Table 52 - Forecast Sales of Dog Food by Category: % Value Growth 2025-2030

Other Pet Food in Mexico

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumers in Mexico increasingly reflect on their pets' needs from an ethical perspective

Traditional brands compete with attributes around functional benefits

Pet shops and superstores remains the most significant channel within other pet food in Mexico

PROSPECTS AND OPPORTUNITIES

Children and older adults are target consumers to maintain growth of other pet food

Retail e-commerce will continue to show sustained growth, offering a comprehensive experience to pet owners

Fish food expected to remain one of the few categories within other pet food to show ongoing innovation

CATEGORY INDICATORS

Table 53 - Other Pet Population 2020-2025

CATEGORY DATA

Table 54 - Sales of Other Pet Food by Category: Volume 2020-2025

Table 55 - Sales of Other Pet Food by Category: Value 2020-2025

Table 56 - Sales of Other Pet Food by Category: % Volume Growth 2020-2025

Table 57 - Sales of Other Pet Food by Category: % Value Growth 2020-2025

Table 58 - LBN Brand Shares of Bird Food: % Value 2021-2024

Table 59 - LBN Brand Shares of Fish Food: % Value 2021-2024

Table 60 - LBN Brand Shares of Small Mammal/Reptile Food: % Value 2021-2024

Table 61 - Distribution of Other Pet Food by Format: % Value 2020-2025

Table 62 - Forecast Sales of Other Pet Food by Category: Volume 2025-2030

Table 63 - Forecast Sales of Other Pet Food by Category: Value 2025-2030

Table 64 - Forecast Sales of Other Pet Food by Category: % Volume Growth 2025-2030

Table 65 - Forecast Sales of Other Pet Food by Category: % Value Growth 2025-2030

Pet Products in Mexico

KEY DATA FINDINGS

2025 DEVELOPMENTS

"Fur babies" a generational trend driving sales of pet products in Mexico

Bayer maintains its lead, but private label cat litter is on a rising trend

Pet shops and superstores dominates pet products as these outlets offer comprehensive services

PROSPECTS AND OPPORTUNITIES

Pet humanisation and growing pet population set to drive growth

E-commerce to continue leveraging pet owners' need for practicality and convenience

Pet care solutions in Mexico will focus on pets' needs with a sustainable approach

CATEGORY DATA

Table 66 - Sales of Pet Products by Category: Value 2020-2025

Table 67 - Sales of Pet Products by Category: % Value Growth 2020-2025

Table 68 - Sales of Pet Healthcare by Type: % Value 2020-2025

Table 69 - Sales of Other Pet Products by Type: % Value 2020-2025

Table 70 - NBO Company Shares of Pet Products: % Value 2020-2024

Table 71 - LBN Brand Shares of Pet Products: % Value 2021-2024

Table 72 - Distribution of Pet Products by Format: % Value 2020-2025

Table 73 - Forecast Sales of Pet Products by Category: Value 2025-2030

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/pet-care-in-mexico/report.