



Euromonitor
International

Cat Food in Mexico

May 2025

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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

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