



Euromonitor
International

Dog Food in Mexico

May 2025

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Dog Food in Mexico - Category analysis

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

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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

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DISCLAIMER

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