

Cat Food in Argentina

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Abstracts

Sales of cat food has struggled in volume terms; however, this volume decline was smaller than that experienced by dog food. Unlike dog food, sales of cat food have a lower correlation with economic activity. This is due to cats being less willing to adapt to new food choices; whereas dog owners are easily able to trade down or switch to different products, this is more complicated for cat owners. This is particularly true when down-trading to cheaper or private label products as cats may even r...

Euromonitor International's Cat Food in Argentina report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2015-2019, 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 2024 illustrate how the market is set to change.

Product coverage: Dog and Cat 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 Cat 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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Wet cat food registers a substantial volume and value growth, driven by new products entering the landscape, and the growing humanisation trend

Cats are popular among younger generations, who appreciate cat's independence and low monthly maintenance costs

COMPETITIVE LANDSCAPE

Nestl? continues to lead the landscape, while Pet Food Saladillo records a strong performance, boosted by its acquisition of several Grupo Pilar brands

Other grocery retailers develop into pet shops to boost their overall performance, selling items with higher margins

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EXECUTIVE SUMMARY

The economic crisis impacts volume results in pet care, as the rise of price-sensitive consumers fuels informal and illegal sales, dampening value growth

The humanisation trends sees owners increasingly viewing cats and dogs as family members, treating them to premium items, and investing in healthcare plans
Multinational players lead as Nestlé Argentina SA retains the top spot; however, domestic players are set to increase their performance over the forecast period
E-commerce is slowly on the rise, as traditional grocery retailers lead sales; with many transforming into pet stores to widen their product availability and boost sales
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CORONAVIRUS (COVID-19)

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