

Mexico Pet Care Market Size, Share, Trends and Forecast by Product Type, Pet Type, Distribution Channel, and Region, 2026-2034

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Abstracts

The Mexico pet care market size reached USD 5,661.9 Million in 2025 . Looking forward, IMARC Group expects the market to reach USD 8,492.3 Million by 2034 , exhibiting a growth rate (CAGR) of 4.47% during 2026-2034 . The market is experiencing robust growth, driven by increasing pet ownership, the humanization of pets, rising demand for premium and health-focused products, expanding e-commerce platforms, and a growing middle class prioritizing pet wellness and convenience.

MEXICO PET CARE MARKET TRENDS:

Digital E-commerce Expansion Across Pet Care Channels

The Mexico pet care market is rapidly shifting toward online retail, driven by increasing internet penetration, mobile adoption, and a growing demand for convenience. As of early 2024, 83.2% of Mexicans were online, creating a large digitally connected audience for pet care brands. With over 200 businesses manufacturing or marketing pet food in the country, production is projected to grow by 2.5% annually through 2030. Among online segments, pet supplements are expected to see the fastest growth as owners seek specialized health solutions. Both international giants like Amazon, Chewy, and Petco, as well as local startups, are investing in omnichannel ecosystems that feature AI-driven recommendations, subscription models, and loyalty rewards. Improved logistics now extend beyond major cities, while virtual vet consultations and in-app grooming bookings enhance customer engagement. This digital shift is poised to continue, with further investments in mobile-first experiences and AI-driven personalization driving pet care e-commerce growth.

Health & Wellness-Oriented Premiumization Across Product Segments

The Mexican pet care market is undergoing a significant shift toward premiumization, driven by a growing tendency among pet owners to treat their animals as family members and prioritize their health and well-being. As of 2021, nearly 70% of Mexican households owned pets, reflecting the deepening human-animal bonds. Despite this widespread ownership, 45% of pet owners spend less than USD 60 per month on pet care, while only 3% spend over USD 160. However, spending patterns are evolving, with rising demand for pet supplements such as joint support, multivitamins, and digestive aids. Simultaneously, the pet food segment is becoming more sophisticated, with brands introducing grain-free, organic, hypoallergenic, and therapeutic options that mirror human dietary trends. Companies like Nestlé, Purina, Mars Petcare, and Diamond Pet Foods are responding by launching products featuring probiotics, hydrolyzed proteins, and superfood extracts. As urban consumers increasingly seek vet-approved, functional nutrition, continued innovation and consumer awareness are set to make premium offerings the cornerstone of market growth.

MEXICO PET CARE MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the region level for 2026-2034. Our report has categorized the market based on product type, pet type, and distribution channel.

Product Type Insights:

Pet Food

Dry

Wet

Grooming Products

Shampoos and Conditioners

Combs and Brushes

Clippers and Scissors

Others

The report has provided a detailed breakup and analysis of the market based on the product type. This includes pet food (dry and wet), grooming products (shampoos and conditioners, combs and brushes, clippers and scissors, and others), and others.

Pet Type Insights:

Dog

Cat

A detailed breakup and analysis of the market based on the pet type have also been provided in the report. This includes dog, cat, and others.

Distribution Channel Insights:

Offline

Online

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes offline and online.

Regional Insights:

Northern Mexico

Central Mexico

Southern Mexico

The report has also provided a comprehensive analysis of all the major regional markets, which include Northern Mexico, Central Mexico, Southern Mexico, and others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the Mexico pet care market performed so far and how will it perform in the coming years?

What is the breakup of the Mexico pet care market on the basis of product type?

What is the breakup of the Mexico pet care market on the basis of pet type?

What is the breakup of the Mexico pet care market on the basis of distribution channel?

What is the breakup of the Mexico pet care market on the basis of region?

What are the various stages in the value chain of the Mexico pet care market?

What are the key driving factors and challenges in the Mexico pet care market?

What is the structure of the Mexico pet care market and who are the key players?

What is the degree of competition in the Mexico pet care market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 MEXICO PET CARE MARKET - INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 MEXICO PET CARE MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends (2020-2025)
- 5.2 Market Forecast (2026-2034)

6 MEXICO PET CARE MARKET - BREAKUP BY PRODUCT TYPE

- 6.1 Pet Food
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (2020-2025)
 - 6.1.3 Market Segmentation
 - 6.1.3.1 Dry
 - 6.1.3.2 Wet
 - 6.1.4 Market Forecast (2026-2034)

6.2 Grooming Products

6.2.1 Overview

6.2.2 Historical and Current Market Trends (2020-2025)

6.2.3 Market Segmentation

6.2.3.1 Shampoos and Conditioners

6.2.3.2 Combs and Brushes

6.2.3.3 Clippers and Scissors

6.2.3.4 Others

6.2.4 Market Forecast (2026-2034)

6.3 Others

6.3.1 Historical and Current Market Trends (2020-2025)

6.3.2 Market Forecast (2026-2034)

7 MEXICO PET CARE MARKET - BREAKUP BY PET TYPE

7.1 Dog

7.1.1 Overview

7.1.2 Historical and Current Market Trends (2020-2025)

7.1.3 Market Forecast (2026-2034)

7.2 Cat

7.2.1 Overview

7.2.2 Historical and Current Market Trends (2020-2025)

7.2.3 Market Forecast (2026-2034)

7.3 Others

7.3.1 Historical and Current Market Trends (2020-2025)

7.3.2 Market Forecast (2026-2034)

8 MEXICO PET CARE MARKET - BREAKUP BY DISTRIBUTION CHANNEL

8.1 Offline

8.1.1 Overview

8.1.2 Historical and Current Market Trends (2020-2025)

8.1.3 Market Forecast (2026-2034)

8.2 Online

8.2.1 Overview

8.2.2 Historical and Current Market Trends (2020-2025)

8.2.3 Market Forecast (2026-2034)

9 MEXICO PET CARE MARKET – BREAKUP BY REGION

9.1 Northern Mexico

9.1.1 Overview

9.1.2 Historical and Current Market Trends (2020-2025)

9.1.3 Market Breakup by Product Type

9.1.4 Market Breakup by Pet Type

9.1.5 Market Breakup by Distribution Channel

9.1.6 Key Players

9.1.7 Market Forecast (2026-2034)

9.2 Central Mexico

9.2.1 Overview

9.2.2 Historical and Current Market Trends (2020-2025)

9.2.3 Market Breakup by Product Type

9.2.4 Market Breakup by Pet Type

9.2.5 Market Breakup by Distribution Channel

9.2.6 Key Players

9.2.7 Market Forecast (2026-2034)

9.3 Southern Mexico

9.3.1 Overview

9.3.2 Historical and Current Market Trends (2020-2025)

9.3.3 Market Breakup by Product Type

9.3.4 Market Breakup by Pet Type

9.3.5 Market Breakup by Distribution Channel

9.3.6 Key Players

9.3.7 Market Forecast (2026-2034)

9.4 Others

9.4.1 Historical and Current Market Trends (2020-2025)

9.4.2 Market Forecast (2026-2034)

10 MEXICO PET CARE MARKET – COMPETITIVE LANDSCAPE

10.1 Overview

10.2 Market Structure

10.3 Market Player Positioning

10.4 Top Winning Strategies

10.5 Competitive Dashboard

10.6 Company Evaluation Quadrant

11 PROFILES OF KEY PLAYERS

11.1 Company A

- 11.1.1 Business Overview
- 11.1.2 Products Offered
- 11.1.3 Business Strategies
- 11.1.4 SWOT Analysis
- 11.1.5 Major News and Events

11.2 Company B

- 11.2.1 Business Overview
- 11.2.2 Products Offered
- 11.2.3 Business Strategies
- 11.2.4 SWOT Analysis
- 11.2.5 Major News and Events

11.3 Company C

- 11.3.1 Business Overview
- 11.3.2 Products Offered
- 11.3.3 Business Strategies
- 11.3.4 SWOT Analysis
- 11.3.5 Major News and Events

11.4 Company D

- 11.4.1 Business Overview
- 11.4.2 Products Offered
- 11.4.3 Business Strategies
- 11.4.4 SWOT Analysis
- 11.4.5 Major News and Events

11.5 Company E

- 11.5.1 Business Overview
- 11.5.2 Products Offered
- 11.5.3 Business Strategies
- 11.5.4 SWOT Analysis
- 11.5.5 Major News and Events

12 MEXICO PET CARE MARKET - INDUSTRY ANALYSIS

12.1 Drivers, Restraints, and Opportunities

- 12.1.1 Overview
- 12.1.2 Drivers
- 12.1.3 Restraints
- 12.1.4 Opportunities

12.2 Porters Five Forces Analysis

12.2.1 Overview

12.2.2 Bargaining Power of Buyers

12.2.3 Bargaining Power of Suppliers

12.2.4 Degree of Competition

12.2.5 Threat of New Entrants

12.2.6 Threat of Substitutes

12.3 Value Chain Analysis

13 APPENDIX

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