

# Cat Care in Brazil

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## Abstracts

Cat Care in Brazil

### SUMMARY

Cat Care in Brazil industry profile provides top%li%line qualitative and quantitative summary information including: market share, market size (value 2014%li%18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The cat care market consists of the retail sale of cat food, cat litter, and cat treats & milk. The cat food segment consists of dry cat food, kitten food, and moist cat food. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2018 exchange rates.

The Brazilian cat care market had total revenues of \$459.8m in 2018, representing a compound annual growth rate (CAGR) of 2.3% between 2014 and 2018.

Market consumption volume increased with a CAGR of 1.2% between 2014%li%2018, to reach a total of 221.7 million kilograms in 2018.

Brazilians love pets especially dogs and cats.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the cat care market in Brazil

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the cat care market in Brazil

Leading company profiles reveal details of key cat care market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Brazil cat care market with five year forecasts

## **REASONS TO BUY**

What was the size of the Brazil cat care market by value in 2018?

What will be the size of the Brazil cat care market in 2023?

What factors are affecting the strength of competition in the Brazil cat care market?

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### COMPANIES MENTIONED

Mars, Incorporated  
Nestle SA  
InVivo NSA SA

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