

# **Brazil Pet Care Market Size, Share by Type (Dog Food, Cat Food, Pet Healthcare, Cat Litter, Pet Dietary Supplements, and Others) By Distribution Channel, Forecast and Opportunities, 2019-2025**

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## **Abstracts**

The largest economy in South America region- Brazil houses over 209 million people. The country's economic outlook seems to be improving from its negative economic growth in 2016 and 2017 and Brazil Central Bank expects the GDP to grow with 2% in 2019. Despite this weak economic progress, country's pet care industry showed resilience and recorded double digit value growth during 2013-18. Brazil is already world's third largest pet care market after US and UK.

According to Marketmonitor's latest report, Brazil pet care market registered double digit value CAGR of 10.2% during review period of 2013-18 despite headwinds like slowing economic growth and weak consumer sentiment. Country's pet care industry is forecast to reach over USD 10 Billion by 2025, on the back of growing pet humanization coupled with change in the lifestyle & consumption pattern. Dog food is the engine of pet care market in Brazil and the category accounted for over XX% value share in year 2018.

Brazil is home to over 58 million dogs and 27 million cats and Brazilian pet parents are keeping a separate budget for their pets and treating their pets as family members, this trend is anticipated to help the industry significantly. Wet pet food is witnessing an increase in its uptake and the penetration is likely to go up through 2025 as the category offers higher margin compared to dry pet food.

As far as competitive landscape is concerned, Mars Brasil continues to leads the market, followed by Nestlé Brasil and Grandfood Industria. As of 2018, the top five

companies have strengthened their position since 2017 and account for over 52% market share in Brazil's pet care market.

Brazil Pet Care report elaborates the following aspects of pet care market.

Brazil Pet Care Market Size, Share & Forecast

Segmental Analysis: By Type (Dog Food, Cat Food, Pet Healthcare, Cat Litter, Pet Dietary Supplements, and Others) By Company & By Region

Distribution of Pet Care Products by Format

Key Industry Drivers & Challenges

Market Trends & Developments

Brazil Macro Economic Analysis

Competitive Landscape & Strategic Recommendations

Why You Should Buy This Report?

To have a comprehensive understanding of Brazil pet care market

To help pet care companies in making informed decision through in-depth knowledge of the macro drivers, challenges and on-going industry trends

To obtain competitive advantage over your rivals

To add weight to presentations and marketing material

To avail 15% customization in the report without any extra charges and get research data or trends added in the report as per the buyer's specific needs

Research Methodology

Marketmonitor uses primary and secondary sources to collect the information and

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validates them to present the 360 degree view of the industry. Primary research includes interviews with pet food companies, retailers and industry analysts while Secondary research focuses on intensive and extensive search of relevant publications i.e. industry magazines, public and private institutions' industry studies, company annual reports, and other proprietary databases.

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