



Euromonitor
International

Cat Food in Mexico

May 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Cat Food Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Cat Food

INDUSTRY PERFORMANCE

Premiumisation and Wet Food Drive Strong Growth Amid Stabilising Prices

Chart 2 - Analyst Insight for Cat Food

Dry Cat Food Dominates Value While Wet Cat Food Accelerates Rapidly

Chart 3 - Whiskas Continues with Innovation

Leading Brands Harness Premium and Therapeutic Trends to Capture Urban Demand

Chart 4 - Value Sales 2021-2031

Chart 5 - Volume Sales 2021-2031

Chart 6 - Value Sales by Category 2026

WHAT'S NEXT?

Premium Wet Food Growth to Be Driven by Urban Consumer Demand

Urban Consumers to Embrace Natural and Homemade Food Options, Impacting Prepared Products

Premiumisation and Humanisation to Drive Innovation and Market Differentiation

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Top Companies Consolidate Lead through Investment and Brand Strength

Private Label Growth and Manufacturer Investments Reshape Competition and Opportunities

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Pet Shops Lead as Discounters and Warehouse Clubs Gain Momentum

Retail E-Commerce Accelerates with Marketplace and Subscription Growth

Chart 11 - Retail Channels 2021-2026

PRODUCTS

Mexican Pet Owners Adopt Cats, Driving Quality-Focused Product Growth

Chart 12 - ADM Bets In The Cat Food Premium Segment

Whiskas and Adm Innovate with Natural and Gut-Health-Focused Products

Therapeutic Brands Expand Market Relevance, Enhancing Competitive Dynamics

Chart 13 - Therapeutic Brands Gain Relevance in the Market

ECONOMIC CONTEXT

Chart 14 - Economic Context for Cat Food

Chart 15 - Real GDP Growth 2021-2031

Chart 16 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 17 - Consumer Context for Cat Food

Chart 18 - Population 2021-2031

Chart 19 - Consumer Expenditure 2021-2031

Chart 20 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Pet Care in Mexico - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Pet Care

INDUSTRY PERFORMANCE

Premiumisation and Private Label Reshape Consumer Choices Amid Economic Pressures

Chart 22 - Analyst Insight for Pet Care

Cat Food Drives Growth as Consumers Budget for Smaller Pets

Chart 23 - Whiskas Launches Premium Cat Food in Mexico

Leading Companies and Private Label Drive Innovation through Premiumisation and Accessibility

Chart 24 - Value Sales 2021-2031

Chart 25 - Volume Sales 2021-2031

Chart 26 - Value Sales by Category 2026

Chart 27 - Pet Populations 2021-2026

WHAT'S NEXT?

Private Label Expansion to Be Challenged by Quality Demands Amid Market Maturity

Dog Food to Sustain Dominance While Cat Food Leads Value Growth through Premium Innovation

Chart 28 - Forecast Value Sales 2021-2031

Chart 29 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Top Companies Reinforce Lead through Local Investments Sustaining Market Leadership

Private Label Expansion Challenges Brands to Balance Affordability and Quality for Sustainable Growth

Chart 30 - Company Shares 2025

Chart 31 - Brand Shares 2025

CHANNELS

Pet Shops Lead Distribution While Discounters and E-Commerce Gain Ground

E-Commerce Transforms Convenience and Product Reach in Pet Care Retail

Chart 32 - Retail Channels 2021-2026

PRODUCTS

International Players Lead Product Launches Reflecting Evolving Consumer Demands

Chart 33 - Purina Invests in Pet Food Production in Mexico

Chart 34 - Strategic Alliances between Private Label and Leading Pet Brands

Whiskas Responds to Consumer Preference for Premium Nutrition

ECONOMIC CONTEXT

Chart 35 - Economic Context for Pet Care

Chart 36 - Real GDP Growth 2021-2031

Chart 37 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 38 - Consumer Context for Pet Care

Chart 39 - Population 2021-2031

Chart 40 - Consumer Expenditure 2021-2031

Chart 41 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cat-food-in-mexico/report.