

Pet Care in Brazil

EXECUTIVE SUMMARY

Consumers are seeking value added products

The pet humanisation trend continues to gain strength in Brazil, and as a consequence, the country's pet owners continue to seek the best products available for their pets. In response, the industry's leading manufacturers continue to invest in the development of new value-added products such as premium pet food in order to attract the high numbers of consumers who seek high-performance products in order to provide complete nutrition to their pets.

Pet humanisation continues to boost sales

Pet humanisation remains the major trend driving sales of pet care in Brazil. The closer relationships between pets and their owners mean that Brazil's pets are increasingly treated as fully-fledged family members, boosting sales of numerous pet products such as pet clothes, pet beds, pet toys and pet beauty and hygiene products, to name just a few. The higher concern for the wellbeing of domesticated animals is motivating more Brazilian pet owners to spend more money on their pets in order to guarantee that pets remain healthy, happy and well fed.

Competition in the premium segment continues to grow

As consumers continue to seek value added products which offer high quality combined with flavours and textures which pets will enjoy, the competition among the leading players in the premium price segment remains fierce. During 2014, Purina Nestlé introduced a new dog food brand called Ravena, which is marketed as a high quality product which offers superior taste and a better nutritional profile. This new product launch is set to intensify competition in a segment which already features numerous major brands such as Royal Canin and Premier, among many others.

Cobasi introduces a new retail chain in order to compete with pet shops

During 2014, Cobasi introduced a new retail chain under the Pet&Fácil fascia. The outlets of this new chain have very different formats to traditional Cobasi outlets. Pet&Fácil outlets feature lower levels of retail selling space and they are generally located in residential areas, which enables them to provide convenience to consumers looking for faster and easier ways to shop for supplies and food for their pets. This new outlet model is being positioned to compete against pet shops located in residential areas across all of Brazil's major urban centres, including São Paulo and Rio de Janeiro.

Pet care is expected to grow at a reasonable pace over the forecast period

Despite the economic slowdown which Brazil has faced during 2014, it is expected that pet care will continue to register strong positive growth rates during the forecast period. The pet humanisation trend is set to continue fuelling this growth as consumers are constantly becoming more concerned about the health and wellbeing of their pets, making them more willing to purchase the highest quality products for their pets that their budgets will allow.

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Fonte: <http://www.euromonitor.com/pet-care-in-brazil/report>