



Cat Food in Brazil

June 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

Premium and Economy Segments Drive Growth Amid Cautious Consumer Spending

Wet Cat Food Drives Value Growth, with Fresh Formats Gaining Traction among Urban Consumers

Chart 2 - Pet Delícia Launches Brazil'S First 100% Natural Cat Food Pouches

Premiumisation and Health Trends Intertwined Drive Growth

Chart 3 - Value Sales 2021-2031

Chart 4 - Volume Sales 2021-2031

Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Urban Pet Owners to Drive Premium Growth Amid Economic Caution

Chart 6 - Market Insight for Cat Food

Dry Cat Food to Remain Largest by Value While Wet Cat Food Drives Growth

Premiumisation to Reshape Business Strategies and Consumer Engagement

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Local Players Gain Ground as Top Brands Reinforce Dominance through Innovation and Capacity

Merger of Leading Retailers Reshapes Competitive and Growth Prospects

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Pet Shops Maintain Dominance through Consumer Trust

Specialist Retailers Transform with Omnichannel and Integrated Pet Care Ecosystems

Retail E-Commerce Captures Growing Share with Subscriptions and Premium Brands

Chart 11 - Retail Channels 2021-2026

PRODUCTS

Premierpet and Pet Delícia Lead Innovation through Premium and Fresh Formats

Chart 12 - Premierpet Revamps Super-Premium Cat Food Line with High-Precision Nutrition and Natural Antioxidants

Functional and Natural Ingredients Reshape Product Design and Consumer Appeal

Chart 13 - Hill'S Brazil Launches Cat Diet for Urinary Health and Hairball Control

Premium and Functional Innovations Strengthen Competitive Positions and Channel Dynamics

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 Brazil - Industry Overview](#)

EXECUTIVE SUMMARY

2026 Development

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Pet Care

INDUSTRY PERFORMANCE

Economic Pressures Shape Cautious yet Resilient Pet Care Growth

Chart 22 - Market insight for Pet Care

Dog Food Dominates, While Premiumisation Drives Growth of Cat Food and Pet Products

Premiumisation and Wellness Trends Drive Innovation

Chart 23 - Value Sales 2021-2031

Chart 24 - Volume Sales 2021-2031

Chart 25 - Value Sales by Category 2026

Summary 1 - Pet Populations 2021-2026

WHAT'S NEXT?

Consumer Polarisation to Drive Dual Growth Pathways in Pet Care

Dog Food to Retain Dominance While Cat Food Drives Growth

Digital Innovation and Wellness Focus to Reshape Pet Care Business Strategies

Chart 26 - Cobasi's Omnichannel Model Leverages 2-Hour Delivery to Drive Sales

Chart 27 - Forecast Value Sales 2021-2031

Chart 28 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Top Manufacturers Strengthen Lead through Capacity Expansion and Brand Loyalty

Chart 29 - Company Shares 2025

Chart 30 - Brand Shares 2025

CHANNELS

Specialist Retailers Maintain Dominance through Trust and Broad Assortments

Retail E-Commerce Gains Share with Subscription Models and Broad Assortments

Chart 31 - Retail Channels 2021-2026

PRODUCTS

Grupo Dolce Pet and Naturalprapet Lead Premium and Wellness Innovation

Chart 32 - Grupo Dolce Pet Launches Labocare Dermocosmetics and Supplements

Premierpet, Brazilian Pet Foods, and Purina Pioneer Novel Products and Packaging

Chart 33 - Naturalprapet Debuts Calming Supplement, Blending Nutrition and Relaxation

Cobasi's Omnichannel Strategy Reshapes Pet Care Landscape

ECONOMIC CONTEXT

Chart 34 - Economic Context for Pet Care

Chart 35 - Real Gdp Growth 2021-2031

Chart 36 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 37 - Consumer Context for Pet Care

Chart 38 - Population 2021-2031

Chart 39 - Consumer Expenditure 2021-2031

Chart 40 - 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-brazil/report.