

Dog Food in Colombia

April 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

2024 sees current value sales slow dramatically

Consumers start to return to higher-priced variants in 2024

Consumers demand natural products with easy-to-understand ingredients

PROSPECTS AND OPPORTUNITIES

Itacol develops new production plant, while dog treats and mixers is set to expand

Sustainability to remain a key driver of innovation and growth

Mass brands for humans begin to produce products for pets

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