



Flanders
State of the Art

A collection of various pet products is arranged on a light-colored wooden surface. In the center is a silver metal bowl filled with brown, round kibble. Surrounding the bowl are several toys: a yellow toy with colorful dots, a colorful braided knot toy, a large blue ball with yellow spikes, a blue and white striped rope toy, and several other colorful rope toys. The background is a solid yellow color.

PET PRODUCTS SECTOR

IN MEXICO

FLANDERS INVESTMENT & TRADE MARKET SURVEY

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PET PRODUCTS SECTOR IN MEXICO

December 2023
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1. FOREWORD

The sector for pet products in Mexico has experienced remarkable growth in recent years, reflecting a profound shift in the way pets are perceived and integrated into the lives of their owners. Gone are the days when pets were merely considered companions; they have now ascended to the status of beloved family members. This phenomenon, known as pet humanization, has spurred a series of transformations in the industry, redefining the market landscape and consumer behaviour.

The concept of pet humanization encompasses a spectrum of changes in how pets are cared for, fed and pampered. Today, pet owners prioritize premium nutrition, personalized healthcare, and a range of specialized products and services tailored to their pets' individual needs. This evolution is not only reshaping the pet industry but also creating unique opportunities for businesses to cater to the growing demands of this discerning clientele.

While the pet humanization trend was already reshaping the industry, the emergence of the global pandemic further accelerated these shifts. The COVID-19 pandemic prompted profound changes in daily routines, work patterns, and social interactions. Lockdowns and movement restrictions led to an increased focus on home life, leading more individuals and families to seek companionship through pet ownership. As a result, the pet industry experienced both challenges and opportunities, with disruptions in supply chains and shifting consumer preferences driving a rapid evolution in the market.

In this comprehensive market study, we delve into the multifaceted landscape of the Mexican market for pet products. We analyse the driving forces behind pet humanization, exploring the factors that have elevated pets to a new level of importance in households across the country. Additionally, we examine the ways in which the pandemic has impacted consumer behaviour, industry trends, and the overall market structure.

By shedding light on these crucial aspects, we aim to provide invaluable insights for businesses, entrepreneurs, and stakeholders seeking to navigate the dynamic terrain of the Mexican pet industry. This study serves as a compass, guiding readers through the opportunities and challenges that lie ahead, as the industry continues to adapt and thrive in the face of change.



2. THE PET POPULATION IN MEXICO

For the past few years, pets have become a continuously growing market worldwide. In the case of Mexico, according to the 2021 National Self-Reported Wellbeing Survey (Enbiare) published by the National Institute of Statistics and Geography (INEGI), 69.8% of Mexican households had a pet, with dogs and cats being the most prominent choices¹. Even though there is currently no precise measurement that indicates the exact number of companion animals in the country, the National Self-Reported Wellbeing Survey estimates that there are around 80 million pets in the country.

The trends observed in Mexico during the pandemic was the increase in the number of pets in households, in contrast to the decrease in the number of children. The numbers also agree that the estimated number of pets in Mexico is 80 million, being one of the most pet-rich countries in the world.

Pet population per subcategory

The studies confirm that there is a very strong preference for canines. According to the National Institute of Statistics and Geography, the main pet are dogs, accounting for almost 55% of all pets. It's worth noting that among the dog population, 64% are males, while 35% are females.

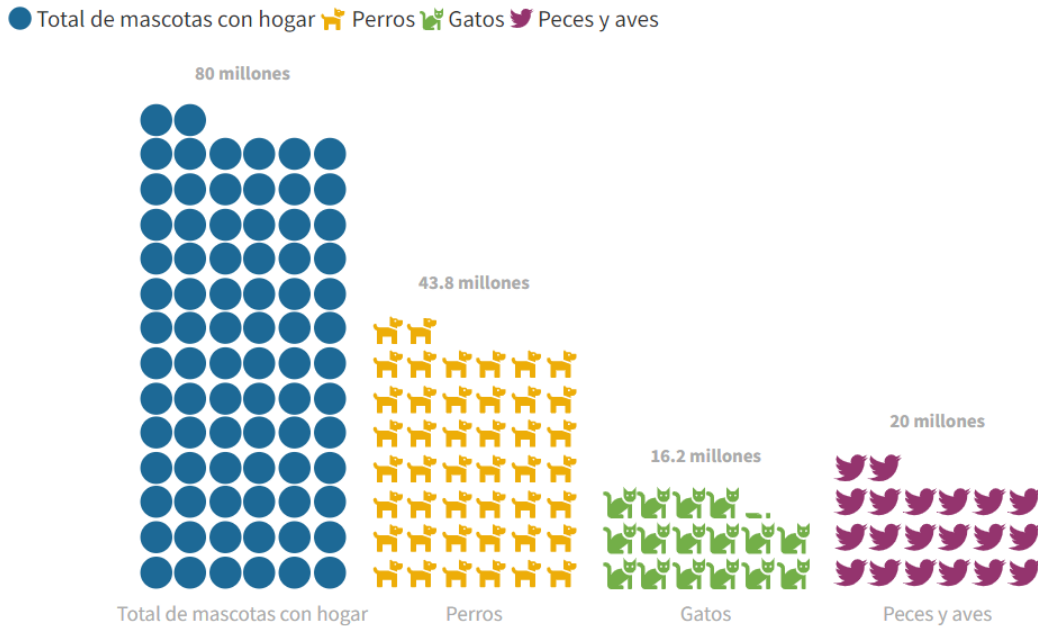


Source: [Encuesta Nacional de Bienestar Autorreportado \(ENBIARE\) 2021 \(inegi.org.mx\)](https://inegi.org.mx)

Out of the 80 million counted pets by Enbiare, 43.8 million are dogs, representing 54.75%; while 16.2 million are cats (20.25%); and 20 million (25%) are fish and birds.

¹ [Encuesta Nacional de Bienestar Autorreportado \(ENBIARE\) 2021 \(inegi.org.mx\)](https://inegi.org.mx)

Población de mascotas con hogar en México



Source: [Mascotas en México, un sector invisible para las estadísticas - Infobae](#)

Share dogs-cats per region in Mexico

In terms of regions, there are more pets in the western part of Mexico, particularly in the states of Nayarit, Jalisco, Colima, and Michoacán, where 91% of respondents claim to have pets. This figure drops to 37% in central areas such as Mexico City, Guerrero, Morelos, Hidalgo, or Puebla.

Dogs in Mexico

As it was mentioned, there are 43.8 million dogs and according to the breeds, mixed breed dogs, or those without a defined breed, are the favourites among Mexicans or the ones found in greater numbers. They represent 25.59% of the canine population in households. The second and third places are occupied by Chihuahuas and Schnauzers. Meanwhile, the fourth and fifth favourite breeds are Poodles and Maltese².

Emotional bonding with pets

The increase in the number of pets, especially dogs, has also led to their owners becoming more attached to them, with a new term being coined "perrihijo", something that could be translated like "dog-child", meaning that people treats their dogs as if they were their children. This term has become so widely accepted among the population that it is hard not to consider a canine as an additional family member. However, this word encapsulates a more intricate and controversial

² <https://www.revistacentral.com.mx/ponte-al-dia/razas-perros-preferidas-mexicanos>



phenomenon: the 'humanization' of pets. This involves providing a more personalized treatment for the animal, ranging from their health and appearance to their diet.

This has brought a boom in the pet food market. As it will be explain later on, according to Statista data, the pet food segment in Mexico is projected to generate revenues of \$2.43 billion (equivalent to 44.127 billion pesos at the current exchange rate) in 2023, with an expected annual growth rate of 7.11% until the year 2027.

Cats in Mexico

As it has been mentioned, cats are second most popular pets after dogs. In terms of breeds, mixed breeds are the favorites among Mexicans, comprising 32.58% of the pet population in Mexican households. In second and third place are the American Shorthairs (3.78%) and the European Shorthairs (2.94%). Meanwhile, the fourth and fifth favorite breeds are the Bombays (2.02%) and the Russian Blues (1.26%).

Pet abandonment

On the other side of the coin, however, the numbers indicate an increase in the number of pets within households during the COVID-19 pandemic, another reality that is also on the rise and has increased in recent years is the abandonment of house animals. On many occasions, economic factors played a fundamental role in these actions.

Mexico has the highest number of stray dogs throughout Latin America. The National Institute of Statistics and Geography (INEGI) estimates that around 70% of dogs in Mexico live on the streets, whether they are born as strays or simply abandoned.

Hence, it's important that when making the decision to acquire or adopt a pet, the expenses and dedication required for their proper development and healthy coexistence are considered. Surveys from various animal welfare organizations indicate that the increase in abandoned animals was around 15% during the pandemic, and over 50% indicated that they simply "no longer wanted them."

Under this framework, emphasis is placed on pet owners understanding the responsibility involved in caring for and looking after a pet at home. For example, out of all pet owners, only 42% have regular visits to the veterinarian, and 33% have never done so.



3. THE MARKET FOR PET PRODUCTS IN MEXICO

Mexico is ranked as the 12th worldwide³ in animal care and welfare, with sales amounting to USD 2.43 billion. In the face of a continually expanding market, consumer demands are on the rise. These consumers are becoming increasingly aware and respectful of the care for companion animals. This trend is creating gaps of opportunity for Mexican and foreign entrepreneurs to initiate businesses and additional sources of income in a growing economy. It is a juncture where the demand for such services surpasses the available supply.

According to data from Coru, a company specializing in market studies, the approximate monthly expenditure by Mexicans on pet-related expenses such as food, toys, and accessories varies across different ranges:

- About 3% of cases spend more than 3,000 pesos per month (€ 160), while
- 9% spend between 2,000 and 3,000 pesos (€ 106 and € 160),
- 41.3% spend between 1,000 and 2,000 pesos (€ 53 and € 106) and
- 45.4% spend less than 1,000 pesos (€ 53).

These figures were gathered from a survey conducted in 2020⁴.

However, expenditures go beyond the essentials, as some individuals claim to have extra or specific costs for their pets. Around 43% spend on specialized food, 25% on grooming, 24.4% purchase treatments or medications, and an additional 7.6% have occasional expenses. This also opens up an opportunity for premium products in the pet sector.

Sales channels

The most common places for people to shop for their pet needs are supermarkets, with 32% of respondents choosing this option, followed by 32% at specialized stores, and only 3.7% online⁵. Veterinary clinics are also an important sale channel in Mexico⁶.

The most important retail shops are:

- Soriana: <https://www.soriana.com/mascotas/>
- Chedraui: <https://www.chedraui.com.mx/mascotas>
- La Comer: [La Comer | Departamentos](#)
- Walmart: <https://www.walmart.com.mx/mascotas/perros>

³ [Los 'perrhijos' son negocio: mercado de alimentos para mascotas en México vale 2,433 mdd - Alto Nivel](#)

⁴ [¿Cuánto gastan los mexicanos en sus mascotas? | CORU](#)

⁵ [¿Cuánto gastan los mexicanos en sus mascotas? | CORU](#)

⁶ [Mexico - Consumer Goods \(trade.gov\)](#)



The most important specialized shops are:

- Petco: <https://www.petco.com.mx/>
- Maskota: <https://maskota.com.mx/>
- Laika: <https://laika.com.mx/>

The most important online shops are:

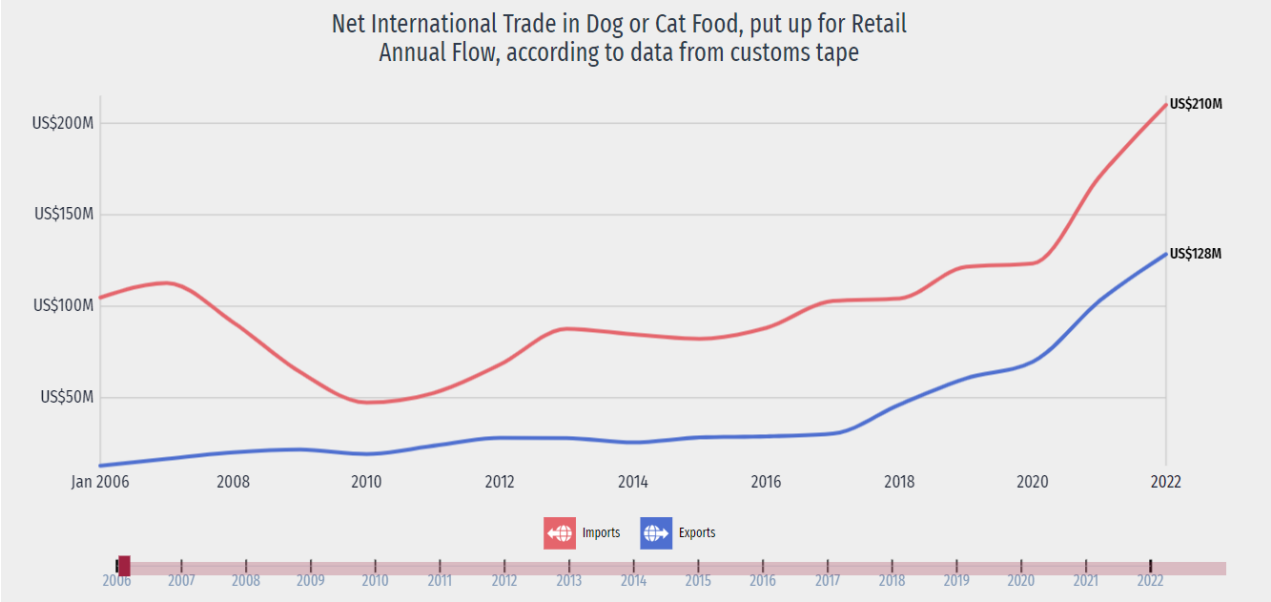
- Mercado Libre: <https://www.mercadolibre.com.mx/c/animales-y-mascotas>
- Amazon: [Mascotas | Amazon México](#)

International commerce

In 2022, the **total trade exchange of Dog or Cat Food (export + import)**, put up for Retail in Mexico (including international purchases and sales) was **USD 339M**.

According to Data Mexico in March 2023, exports of Dog or Cat Food put up for retail were USD 6.66M, while imports reached USD 20.4M. The above results in a trade balance of -USD 13.8M.

In the following graph we can see how these numbers reflect the reality of Mexico, as it imports of pet food are higher than its exports.



Source: <https://www.economia.gob.mx/datamexico/en/profile/product/dog-or-cat-food-put-up-for-retail?timeNetTradeSelector=Year>

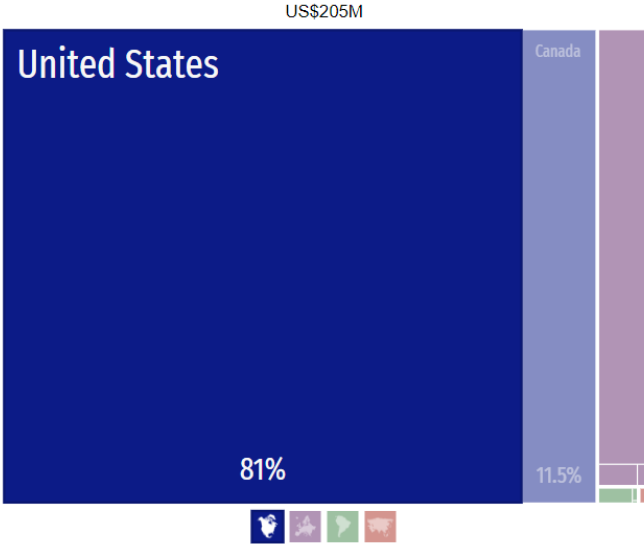
However, it can be seen from the graph that in recent years the trend in exports has been increasing, reaching USD 128M in 2022.



In 2022, Mexico imported dog and cat food mainly from the US (USD 166M), followed by Canada (USD 23.5M) and France (USD 14.1M)⁷.

Opportunities are found in the treats segment. These include snacks, cookies, supplements and food additives, grass, chewing toys, and catnip. Accessories and related products represent a new wave of growth. Scratching posts, harnesses, litterboxes, toys, clothing, feeding accessories, litter, carriers, and collars will all be in higher demand in the future.

International Purchases by Country (2022)



Source: <https://www.economia.gob.mx/datamexico/en/profile/product/dog-or-cat-food-put-up-for-retail?timeNetTradeSelector=Year>

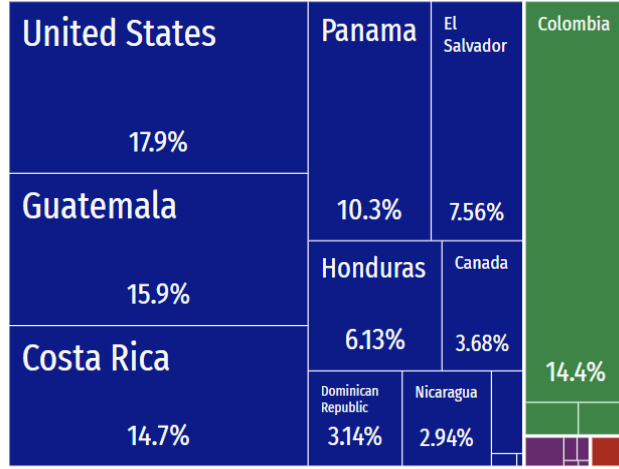
Meanwhile, the most important destinations for Mexican exports in 2022 were United States (USD 21.2M), Guatemala (USD 18.8M), Costa Rica (USD 17.4M), Colombia (USD 17.1M), and Panama (USD 12.2M)⁸.

⁷ Data Mexico <https://www.economia.gob.mx/datamexico/en/profile/product/dog-or-cat-food-put-up-for-retail?timeNetTradeSelector=Year>
⁸ Data Mexico <https://www.economia.gob.mx/datamexico/en/profile/product/dog-or-cat-food-put-up-for-retail?timeNetTradeSelector=Year>



International Sales by Country (2022)

US\$118M



Source:

<https://www.economia.gob.mx/datamexico/en/profile/product/dog-or-cat-food-put-up-for-retail?timeNetTradeSelector=Year>



4. THE INDUSTRY FOR PET PRODUCTS IN MEXICO

As it has previously been mentioned, the pet food industry in Mexico has been experiencing a period of significant growth for years. This is not only due to the increase in the number of pets per household but also because of the quality of care they receive. Pet food is the biggest branch of the pet industry, but it is not the only one. The pet industry is also composed of animal health and veterinary products and services, other services as grooming, pet boarding, training, insurances, accessories, hygiene and grooming products, etc.

The pandemic and subsequently inflation caused many couples to postpone or cancel the decision to have children, and instead, the number of pets in Mexico grew, leading to the pet food market value doubling that of baby food.

In 2022, the value of the pet food industry reached \$2.904.6 billion, surpassing the \$1.387.8 billion accumulated by the processed fruits and vegetables business of baby porridge and milk formulas in the same year, which represents a growth of 109.3%, as revealed by the consulting firm.

They added that it was in 2020 when, for the first time, the market value of dog and cat kibble, dry and wet food, surpassed the value of infant food and beverages⁹.

Subsectors of the pet industry:

1. Pet food

As previously mentioned, about 69.8% of households in Mexico have pets. According to Statista data, the pet food segment in Mexico has revenues of USD 2.43 billion data from 2023, and is expected to have an annualized growth rate of 7.11% until 2027¹⁰.

The dog food industry is a 790,000 ton per year industry in Mexico and is worth around MXN 7 billion (USD 529.8 million) per year. As Mexico's middle class has become more affluent, its pets have begun to enjoy a higher quality of life, so it is not surprising that there are 7,190 pet retail stores nationwide, according to the National Statistical Directory of Economic Units of the National Institute of Statistics (INEGI).

After the pandemic, pet food has consistently grown year after year at a high double-digit rate and has solidified itself as one of the most significant businesses.

The pet food market, according to Euromonitor, is dominated by the following key players¹¹:

- Mars, with brands like Pedigree and Whiskas, holds a 33.4% market share.
- Nestlé follows with Dog Chow, Cat Chow, and Pro PLAN, accounting for 23.2%.
- Archer Daniels Midland, with its brands Ganador and Minino, has an 8.4% market share.

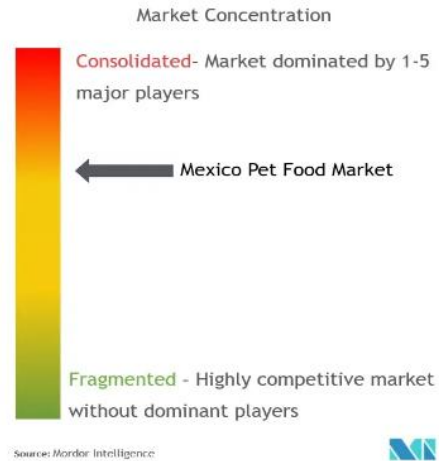
⁹ ['Perrhijos' antes que hijos: Valor de alimentos para mascotas duplica el de comida para bebés – El Financiero](#)

¹⁰ [Los 'perrhijos' son negocio: mercado de alimentos para mascotas en México vale 2,433 mdd - Alto Nivel](#)

¹¹ ['Perrhijos' antes que hijos: Valor de alimentos para mascotas duplica el de comida para bebés – El Financiero](#)

- Nueva Tecnología en Alimentación claims 3.9%.
- Colgate-Palmolive, with Hills, holds a 2.3% share.

Leaders du marché mexicain des aliments pour animaux de compagnie



*Avis de non-responsabilité : les principaux acteurs sont triés sans ordre particulier

Source: [Informe del mercado de alimentos para mascotas en México | Tamaño, participación, crecimiento y tendencias \(2022-27\) \(mordorintelligence.com\)](https://mordorintelligence.com/insights/mexico-pet-food-market)

In report “[Sector Trend Analysis – Pet food trends in Mexico](#)” made by the government of Canada you can find detailed information about the market share of pet food companies since 2016 in Mexico. The study shows how Mars and Nestle have led the market ever since.

Within this booming market, the dog food segment has the largest market share.

Mexico Pet Food Market : Market Share in % , Animal Type, 2021



Source: [Informe del mercado de alimentos para mascotas en México | Tamaño, participación, crecimiento y tendencias \(2022-27\) \(mordorintelligence.com\)](https://mordorintelligence.com/insights/mexico-pet-food-market)

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The performance of the Mexican pet food market is driven by the growth experienced in the premium and super premium segments. It is anticipated that the growth in the Mexican pet food market will persist as pet owners increasingly opt for prepared pet food over unprepared food.

This is also related to the humanization of pets previously mentioned. With this increase in humanization, pets are treated more hygienically and carefully, which has increased consumer demand for high quality pet food products.

2. Pet care (veterinary, accessories, hygiene and grooming products)

It is estimated that care, education and entertainment expenses, represent between 12 and 20 percent of the fixed expenses of many Mexican families, according to a study developed by Deloitte in 2018.

In 2021, the value of pet care industry sales in Mexico was estimated at USD 2.455 billion, and Euromonitor International estimates that this figure will grow 27.2% by 2025¹².

Like the rest of the pet industry subsectors, pet care is a booming market. Given the humanization of pets, the care provided to them is better than ever and owners are spending more money on pet care too.

3. Sale of animals for breeders

In recent years, the dog adoption culture has increased significantly; however, the commercialization of dogs continues to represent a high percentage of the pets acquired.

Mercado Libre in Mexico has created a section called "[The best selling dogs](#)" where you can see the 10 most sold dog breeds in Mexico within this platform, and the prices range from 550 pesos (€ 30) to more than 60 thousand pesos (€ 3.300).

Mexico City is the entity where most dogs are sold on this platform, followed by the State of Mexico, Jalisco, Puebla, Michoacán, Guanajuato, Yucatán, Chiapas and Tlaxcala.

The top 10 best-selling dog breeds in Mexico are: pit bull, bulldog, pug, chihuahua, American bully, Belgian shepherd, retriever, cocker spaniel, beagle and boxer.

4. Insurance

The increase in the number of pets and in the quality of care provided to them has led to an increase in the number of pet policies offered by insurance companies. It is estimated that 14% of Mexican pet owners have this type of insurance. The insurances cover accidents, illnesses, veterinary consultations, civil liability, pet theft, etc. Therefore there are a very good option for pet owners.

¹² [¿Emergencia perruna o gatuna? Mexicanos gastan hasta 15 mil pesos en imprevistos de salud • Forbes México](#)

Main insurance companies for pets in Mexico are:

- BBVA Seguros
- GMX Seguros
- Mapfre Seguros
- Seguros Sura
- Medipet

5. Other services (boarding, training)

Other popular services that can be found in Mexico are:

- Dog day care

Daycare centers arise due to the need of some people who do not have the ideal space - such as a yard or large house - to leave their pets while they go to work.

These businesses for dogs and cats work like daycare centers for babies. The animals arrive in the morning and leave before the end of the day, meaning they do not stay overnight. Generally, the dogs engage in activities and games, socialize with each other and even receive training and obedience classes.

- Pet hotels

Pet hotels are stays that house pets during trips, moves or those times when the owners cannot take care of them. They work in a very similar way to daycare centres, with activities and recreational spaces, but they also spend the night there. There are some exclusive hotels where they offer spa services and therapies.

- Dog walking

In some areas of Mexico there is a dog walking service due to the lack of time of many of the owners or work incompatibilities.

- Training and obedience

The aim of these trainings is that the dogs learn to socialize with other dogs and to have a good behaviour with other people.



5. IMPORT & LABELING REGULATIONS

5.1 IMPORT REGULATIONS

The majority of Mexican retailers, do not engage in direct transactions with foreign sellers. Instead, retailers typically mandate the involvement of a Mexican importer of record who will oversee all the pertinent standards and labelling prerequisites.

Mexico requires that all pet food products imported into Mexico be registered with the Mexican animal health authorities (**SENASICA**) before import. However, pet food with animal content require an export certificate while, pet food with no animal content do not require an export certificate.

The requirements for importing pet food from Belgium can be consulted on the following website: <https://sistemassl.senasica.gob.mx/mcrz/moduloConsulta.jsf>

099-14-985-BEL-BEL	Additives, Complements and Food Supplements for use in animal consumption exempt from registration or authorization.	Belgium (Kingdom of)	Belgium (Kingdom of)	Detail
099-14-2406-BEL-BEL	Balanced food, not of animal origin exempt from registration and/or authorization	Belgium (Kingdom of)	Belgium (Kingdom of)	Detail
098-14-85-BEL-BEL	Balanced food for any species	Belgium (Kingdom of)	Belgium (Kingdom of)	Detail

As an example, the requirements for importing “Balanced food for any species” from Belgium are as follows¹³:

“1.- Present the original and a simple copy of the quality control or analysis certificate, as well as the composition of ingredients of the lot(s) of the goods to be imported, issued by the manufacturing company. The Agricultural, Aquaculture and Fisheries Safety Officer (OSAAP) will retain only the copy after checking it, which must indicate the lot number, with a handwritten signature.

Present original Official Health Certificate issued by the corresponding authority of the country of origin indicated:

- 2.- To indicate the name and address of the importer and exporter.
- 3.- That the product or raw material corresponds to the country indicated in this document as the country of origin.
- 4.- That the product was processed in an establishment under official control.
- 5.- That the establishment in which the feed is elaborated has: records of each one of the batches of the purchased raw material and sales records of the feed.

¹³ <https://sistemassl.senasica.gob.mx/mcrz/muestraComb2.jsf>



6.- In case of containing inputs of poultry origin, the animal health certificate must state:

- a) That the country of origin is free of Newcastle disease of velogenic presentation and highly pathogenic avian influenza, or
- b) That the raw material was subjected to a thermal process at a temperature higher than 59°C for a time not less than 30 minutes, or
- c) That the raw material and/or the product were subjected to a thermal treatment in a hermetically sealed container whose F0 value is equivalent to or higher than 3.00, or
- d) That the raw material and/or product was subjected to a heat treatment that reached an internal temperature of at least 70°C, or, e) That the product was subjected to commercial pasteurisation or sterilisation, indicating times and temperatures.

7.- In case of containing inputs of the porcine species, the animal health certificate must indicate:

- a) That the raw material was submitted to a thermal process in which it reached a temperature of at least: 69°C, for at least 30 minutes, or 80.5°C for at least 3 minutes, or
- b) That the raw material and/or product was subjected to a heat treatment in a hermetically sealed container with an F0 value of 3.00 or more, or
- c) That the raw material and/or product was subjected to a heat treatment that reached an internal temperature of at least 70°C for at least 30 minutes.

8.- That the animals from which the raw material is derived were not slaughtered to eradicate epidemics.

9.- That the dairy inputs of bovine, ovine, caprine origin were subjected to any of the following heat treatments:

- a) At least 132 °C for more than 1 sec.
- b) At least 72 °C for more than 15 sec. (this last case, as long as it is certified that the pH is lower than 7.0).

10.- That in the finished product (eliminate what does not apply):

- a) No flours of animal origin were used; or
- b) The flours of animal origin (poultry and/or sheep), used in the elaboration of the product come from rendering plants approved by the National Service of Health, Safety and Agrifood Quality (SENASICA) indicating the approval number _____, that the tissues were submitted to a temperature higher than 80 °C during 30 minutes and the humidity does not exceed 10% at the exit of the cooker. That the product formulated with sheep meal was marked with the legend "not for use in ruminant feed"; or
- c) Meal of aquatic species was used.

11.- That the product is freely marketed in the country of origin.

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5.2 LABELING REGULATIONS

One key standard pertaining to this sector is the official Mexican norm [NOM-012-ZOO-1993](#), which outlines the regulations for chemical, pharmaceutical, biological, and food products intended for use in animals or animal food. The labelling criteria encompass both minimum and maximum quantities of ingredients and nutrients, along with the concentration of active ingredients. Depending on the nature of the product, a distinct standard may be applicable. Therefore, collaborating closely with a Mexican customs broker is advisable to accurately determine the appropriate HS code and classification in alignment with Mexican regulations.

These are examples of labeling for dog food and cat food:

Dog food:



NUTRICIÓN SUPERIOR
FORMULADO POR NUTRICIONISTAS,
PURINA® ONE® CONTIENE INGREDIENTES
NATURALES Y FUNCIONALES EN
COMBINACIONES ÓPTIMAS PARA
UNA SALUD VISIBLE.
 Cada ingrediente ha sido cuidadosamente seleccionado con un propósito y transformado a través de un proceso especial de cocción para un alimento delicioso y de nutrición superior.

CARNE COMO INGREDIENTE #1
 A diferencia de otros alimentos, PURINA® ONE® está hecho con carnes de verdad como ingrediente principal y no con harinas de carne y hueso. Esto ayuda a preservar la integridad de las proteínas, resultando en una mayor absorción y aprovechamiento de los aminoácidos.

ALGA Y ACEITE DE COCO
 Alga y harina de pescado, ricos en Omega 3 (DHA) para ayudar al desarrollo del cerebro y la visión. Aceite de coco, una fuente alternativa de energía.

FORTALECE LA FLORA INTESTINAL
 A través de niveles óptimos de pulpa de remolacha garantizando mejor digestión y heces más firmes.

GRANOS INTEGRALES
 PURINA® ONE® utiliza granos integrales seleccionados como avena, arroz, trigo y maíz en niveles que proveen energía saludable. Los mismos son fuentes naturales de fibras, omega 6 y proteínas.

RESULTADOS 28 VISIBLES EN DÍAS

1+ DÍA	7+ DÍA	14+ DÍA	21+ DÍA	24+ DÍA	28+ DÍA
Energía Saludable	Digestibilidad Elevada	Piel Sana, Ojos y Pelaje Brillantes	Sistema Inmune Fuerte	Dientes Fuertes y Encías Sanas, Músculos Fuertes y Corazón Sano	

BUENO PARA TU MASCOTA, BUENO PARA EL PLANETA
 ESTAMOS COMPROMETIDOS CON LA SALUD DE TU MASCOTA Y EL FUTURO DE NUESTRO PLANETA.

EN NUESTRAS FÁBRICAS:

+ 90 AÑOS PROTEGIENDO la vida de las mascotas	SUMINISTRO responsable y ético de nuestros ingredientes	+ 200 PUNTOS DE CONTROL en nuestros proveedores y procesos	+ de 50% de la energía eléctrica se ha migrado a fuentes renovables	100% de los residuos son reutilizados o reciclados.	+ de 15% de consumo de agua ha sido optimizado ⁴	+ de 25% de las emisiones de carbono han sido eliminadas ⁴
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Y SEGUIREMOS MEJORANDO. PARA MÁS INFORMACIÓN, VISITE WWW.PURINA-LATAM.COM
³Fábricas Nestlé Purina de alimentos secos en América Latina de 2010 a 2019.
⁴Período de 2010 a 2019.

con **POLLO** y **CARNE** de VERDAD
CACHORROS
 TODOS LOS TAMAÑOS
 CONT. NETO 2.0 kg



Cat food:





17 años de experiencia



La nueva receta de alimento seco Whiskas® combina la nutrición que tu gato necesita con el sabor que ama. The new Whiskas® dry food recipe combines the nutrition your cat needs with the taste they love.

Desarrollada nutricionalmente con veterinarios para ayudarlo a mantenerse saludable y feliz de por vida. Y ahora con probióticos que ayudan a una buena digestión. Nutritionally developed with veterinarians to help keep it healthy and happy for life. And now with prebiotics that help good digestion.



Haga la comida de su gato más sabrosa con Sobres™ Whiskas® todos los días, con diferentes texturas y sabores que su gato amará. Make your cat's food tastier with WHISKAS® Pouches™ every day, with different textures and flavors that your cat will love.

NUTRICIÓN BALANCEADA. / BALANCED NUTRITION. ALIMENTO PARA GATOS 100% COMPLETO Y BALANCEADO. / 100% COMPLETE AND BALANCED FOOD FOR ADULT CATS.®

CONOCEN LA NUEVA RECETA cuidadosamente preparada para satisfacer las necesidades nutricionales de su gato. New recipe, carefully prepared to meet your cat's nutritional needs.

Con vitaminas y antioxidantes que ayudan a su sistema inmunológico. With vitamins and antioxidants that help your immune system.

Contribuye a un tracto urinario saludable mediante el control de minerales. Contributes to a healthy urinary tract by controlling minerals.

Con omega 6 y zinc para ayudar a mantener una piel y pelo sano. With omega 6 and zinc to help maintain healthy skin and coat.

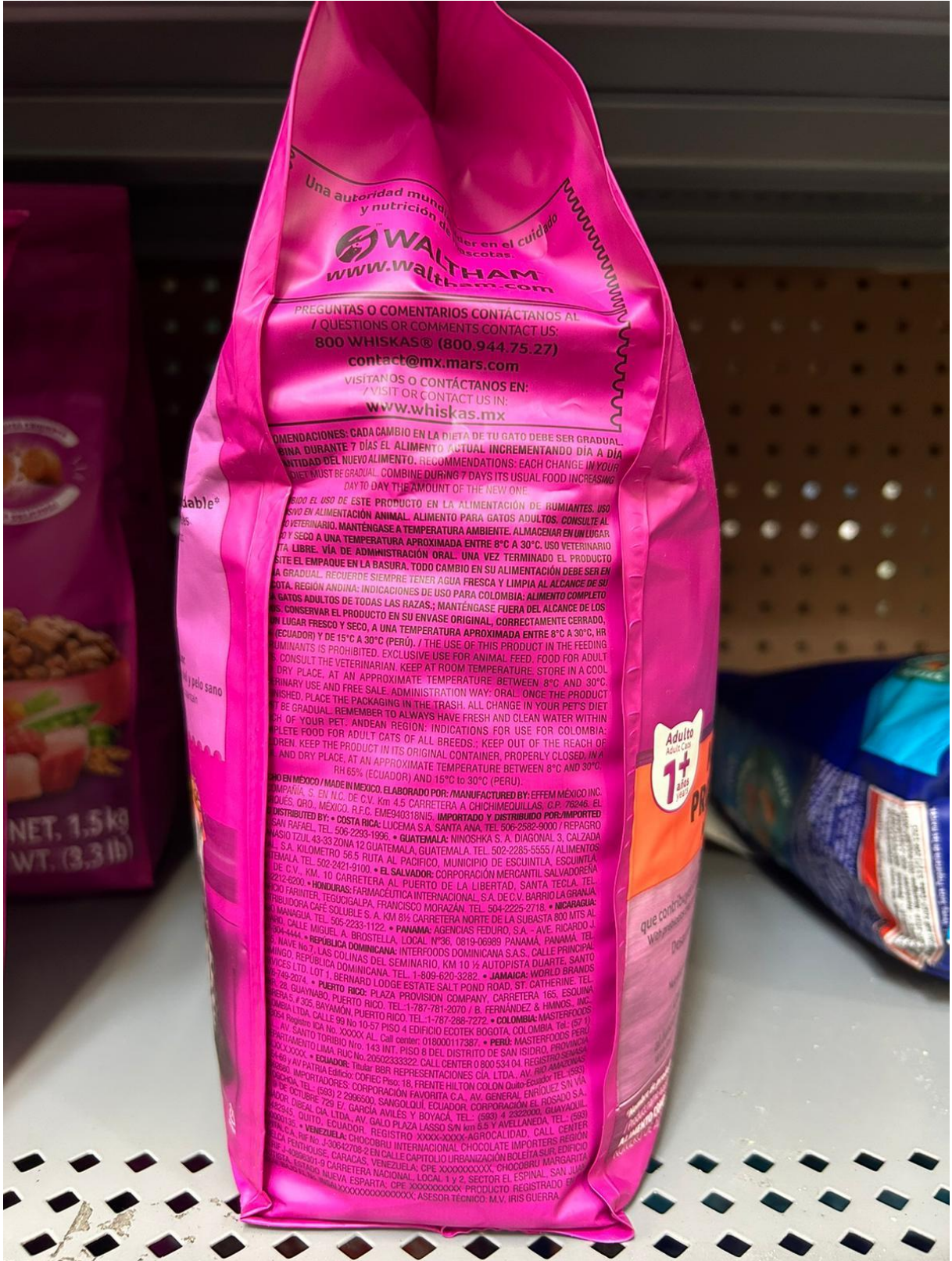
SIN COLORANTES NO COLORANTS



MARS

Valioso solo para México, Centroamérica y América del Sur. Valuable only for Mexico, Central America and South America.





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FECHA DE CADUCIDAD Y No. DE Lote

341B1 QRO(2) 16
 FELAB:10 OCT 2020
 F.CAD: OCT 2020



Guía de alimentación / Feeding Guide
 Recomendación alimenticia diaria / Daily food recommendation

PESO GATO ADULTO / Adult Cat weight	3 - 4 kg	4 - 5 kg	5 - 6 kg
CANTIDAD* DIARIA / Quantity* per day	45 - 55 g	55 - 65 g	65 - 75 g

CANTIDAD* DIARIA (Alimento seco + sobre™) / Quantity* per day (dry + pouch™)

	25 - 35 g	35 - 45 g	45 - 55 g
+1 sobre™ pouch™	+1 sobre™ pouch™	+1 sobre™ pouch™	+1 sobre™ pouch™

*Las necesidades de cada gato pueden variar. / *Individual amounts may change.
 1 taza = 80 g aproximadamente. / 1 cup = 80 g approximately.
 1 WHISKAS® sobre™ Gato Adulto = 85 g / 1 WHISKAS® Pouch™ Adult Cat food = 85 g

ANÁLISIS GARANTIZADO / GUARANTEED ANALYSIS

Proteína Cruda / Crude Protein (min.)	(30%)	Cenizas / Ash (máx.)	(8.5%)
Grasa Cruda / Crude Fat (min.)	(9%)	Calcio / Calcium (min./máx.)	(0.6 - 1.5%)
Fibra Cruda / Crude Fiber (máx.)	(4%)	Fósforo / Phosphorus (min./máx.)	(0.8 - 1.4%)
Humedad / Moisture (máx.)	(12%)	Taurina / Taurine (min.)	(0.1%)

Energía Metabolizable 3730 Kcal/kg, 300 Kcal/taza.
 / Metabolizable Energy 3730 Kcal/kg, 300 Kcal/cup.

WHISKAS® Mix de Proteínas

INGREDIENTES: Cereales y/o sus Derivados (Maíz y/o Trigo y/o Arroz y/o Harina de Sorgo y/o Cebada), Harina de Carne y Hueso de pollo y/o Harina de Carne y Subproductos de pollo (menudencias y/o vísceras) y/o Harina de Cerdo y/o Hueso de Res y/o Cerdo, Harina de Soya, Grasa de Res y/o Pollo y/o Cerdo (Conservada con BHA/BHT), Sabores Naturales y/o Artificiales de Pollo y/o Cerdo y/o Res, Sal Yodada, Prebiótico Manano-oligosacáridos, Zanharonol deshidratado, Chicharro deshidratado, Taurina, Fosfato Dicalcico, Antioxidante (BHT/BHA), Vitaminas: Suplementos de Vitaminas: Colina, A, D, E, Niacina, Tiamina (B1), Acido Pantoténico (B5), Piridoxina (B6), Riboflavina (B2), Acido Fólico, Cobalamina (B12), Biotina. MINERALES: Oxidos y/o Sales de Potasio, Calcio, Zinc, Cobre, Selenio e Iodo. INGREDIENTS: Cereals and/or Cereals by-products (Corn and/or Wheat and/or Poultry Meat and Bone Meal and/or Barley), Poultry Meat and Bone meal and/or Poultry Meat and Bone Meal (giblets and/or viscera) and/or Beef and/or Pork Fat (preserved with BHA/BHT), Natural and/or Artificial Flavors of Chicken and/or Beef and/or Pork, Natural and/or Artificial Flavors of Chicken and/or Pork and/or Beef and/or Pork, Salt, Prebiotic (yeast cell wall/MOS), Dehydrated Carrot, Dehydrated Zanthoxylum, Taurine, Dicalcium Phosphate, Butylated Hydroxyanisole (preservative), Supplement, Cholecalciferol, Vitamin E Supplement, Nicotinic Acid, Thiamine, Folic Acid, Cyanocobalamin, Biotin, Potassium Oxides, Potassium Salts, Zinc Sulfate, Copper Sulfate, Sodium Selenium, Iodine.



6. ASSOCIATIONS, PRESS AND TRADE FAIRS

ASSOCIATIONS

CONAFAB - National council of manufacturers of animal feed and animal nutrition

Email: info@conafab.org

Phone: +52 (55) 5563-4600

<https://www.conafab.org/>



GRUPO AMASCOTA - Section of CONAFAB composed of companies producing dog and cat food.

<https://www.conafab.org/membresia/amascota>



Asociación Mexicana de Médicos Veterinarios Especialistas en Pequeñas Especies (AMMVEPE)

Phone: +52 (55) 1313 7380

<https://www.ammvepe.mx/>



Pet Food Institute

Email: grupopm@grupopm.com

Phone: +52 (777) 316-7370

<http://www.mascotasppi.com/>



FAIR/EVENTS

Foro Mascotas – Pet Food International

The most important fair in the sector

27 – 28 June 2024

Expo Guadalajara

<https://www.foromascotas.mx/en>



Expo Pet Care

13 - 14 April

World Trade Center, Ciudad de México

<https://expopetcare.com/>



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Powerful

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Phone: +52 56 2165 6563

<https://powerful.com/>



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Disclaimer

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