



Euromonitor
International

Dog Food in Brazil

June 2026

Table of Contents

Dog Food in Brazil - Category analysis

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Dog Food Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Dog Food

INDUSTRY PERFORMANCE

Economic Pressures Drive Polarised Consumer Spending and Price Sensitivity

Dry Dog Food Dominates While Multifunctional Treats Achieve Fastest Growth

Chart 2 - Optimum Launches Multifunctional Treats for Dogs

Rising Premiumisation and Wellness Demands Drive Innovation

Chart 3 - Value Sales 2021-2031

Chart 4 - Volume Sales 2021-2031

Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Brands to Navigate Tax Reform and Price Polarisation to Shape Affordability and Growth

Chart 6 - Market Insight for Dog Food

Dry Dog Food to Sustain Dominance While Treats and Mixers See Strong Growth

Functional Nutrition and Personalisation to Fuel Innovation and Reshape Consumer Engagement

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Multinational Brands Strengthen Lead through Innovation and Scale

Strategic Merger Reshapes Competitive Dynamics

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Pet Shops Lead Distribution through Wide Assortment and Expertise

Retail E-Commerce Reshapes Buying Habits with Convenience and Wide Choice

Chart 11 - Retail Channels 2021-2026

PRODUCTS

Pet Delícia and Mars Petcare Fuel Premium and Multifunctional Growth

Chart 12 - Pet Delícia Rolls Out Brazil'S First 100% Natural Dog Food Pouches

Chart 13 - Dolce Pet Launches Brazil'S First Whey Protein Supplement for Dogs with Cancer

Innovations in Insect Protein and Natural Formats Reshape Product Portfolios

ECONOMIC CONTEXT

Chart 14 - Economic Context for Dog Food

Chart 15 - Real Gdp Growth 2021-2031

Chart 16 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 17 - Consumer Context for Dog 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 Naturalrapet 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 - Naturalrapet 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/dog-food-in-brazil/report.