Free summary pet products Argentina

From listed references to assortment, cash and usable-content decisions

MI LATAM Insights · VXOG SpA

V3 · Free summary · 19 October 2026

Central conclusion

This report helps assortment, distribution and purchasing teams distinguish a listed reference from a comparable cost. It integrates historical evidence and expanded public discovery across food, litter, hygiene and accessories. The central decision is to define purpose and useful units before ranking prices or committing cash.

Basis	Scope
Core	34 routes/variants; 5 October 2026 cut-off
Annexes	Separate checks on 9 October
Languages	Spanish, English and Brazilian Portuguese
Free delivery	This standalone summary

This summary retains essential findings and limits. The full edition develops historical comparisons, exclusions, scenarios and local tools; it contains neither the identifiable offer database nor current quotations.

Executive summary

The expansion does not turn an offer sample into a national market. It adds a line-level architecture, corrected denominators, investment controls and an economic comparison that changes with the functional unit. Historical price conclusions retain their original windows.

In CABA 2022, combining exclusive commercial feeding and mixed feeding yields commercial-feed presence for 94.1% of dogs and 98.5% of cats in the surveyed population. These are neither shares of purchased kilograms nor current national results. [S06, N04]

Three purposively selected product pairs from one manufacturer yield wet/dry mass-price break-even ratios from 25.85% to 41.37% when comparing declared-energy cost. They do not establish clinical interchangeability, quality or market prevalence. [P01–P06, N05]

Wet-food expansion has verifiable announcements, but project, programme and financing overlap. The matrix prevents summing them and separates announced capacity from realised output. Product availability establishes neither realised sales nor consumers’ willingness to pay. [I01–I03]

Business lines and market boundaries

Dry and wet are physical formats; veterinary diets are a purpose that can occur in both. Treats and supplements serve other purposes. Litter, cosmetics and accessories belong to pet care but sit outside a food-only universe. Overlapping categories are not added. [P01–P06, S07, B01–B03]

Manufacturing, private labels, distribution, retail and digital selling are chain positions, not five markets whose turnover can be added without removing intermediate sales. Clinical services, insurance and grooming are observed as channels or complements; they are not sized as separate markets in this report.

Coverage is uneven and explicit: historical depth is greater for dry food; wet food and diets add product specifications and announcements; treats, litter, hygiene and accessories retain purpose maps and sizing gaps. Sector elasticities and margins are not assigned.

Line	Unit and dependency
Dry / wet	Mass and declared energy; matched purpose and life stage
Diets	Overlaps format; clinical compatibility not assumed
Treats / supplements	Purpose and presentation; not equivalent to complete feed
Litter	Mass or volume; density and measured usage missing
Hygiene	Concentration and purpose; cosmetic ≠ medicated
Accessories	Item, size, durability, returns and freight

Feeding demand and denominator changes

Tables C15 and C16 in CABA EAH 2022 describe animals by feeding type. Mixed feeding includes commercial feed and natural food. Adding exclusive and mixed feeding estimates declared commercial-feed presence rather than purchase intensity. [S06 p.17, N04]

For dogs, exclusive commercial feeding ranges from 61.9% in the north to 48.7% in the south. Including mixed feeding narrows the gap to 94.9% versus 93.7%. A penetration conclusion changes with the definition, while the data remain unchanged.

For cats, exclusive plus mixed feeding totals 98.5%; this proves no predominance of wet, premium or veterinary diets. The report does not split these formats. Household ownership percentages are not mixed with animal feeding percentages, and CABA is not extrapolated nationally.

Implication: an affordability investigation should consider more than households not yet buying commercial feed. Format, frequency, mix, ticket and cash constraints may be better hypotheses; their economic importance still requires purchase data.

CABA 2022 population	Exclusive	Mixed	Includes feed
All dogs	55.8%	38.3%	94.1%
North dogs	61.9%	33.0%	94.9%
South dogs	48.7%	45.0%	93.7%
All cats	76.0%	22.5%	98.5%

Dry and wet on a common energy basis

Price per kilogram compares mass rather than energy. For a conditional economic comparison: cost per 1,000 declared kcal = price per kilogram × 1,000 / declared kcal per kilogram. No ration is estimated and no food change is recommended. Compatible purpose and clinical condition are prerequisites that the formula does not establish. [N05]

Six Argentine Royal Canin specifications provide three selected pairs. Energy is manufacturer-declared rather than measured by this study. One company and purposive selection do not represent national assortment. [P01–P06]

The wet/dry price ratio that equalises energy cost is wet E / dry E. Below it, wet food would have lower energy cost under equal waste and charges; above it, higher cost. Charges, waste, purpose and clinical constraints may prevent using that comparison.

These specifications were consulted on 19 October 2026. They do not update historical prices or justify linking current recipes with older offers whose identity is unreconciled.

Selected pair	Dry kcal/kg	Wet kcal/kg	Price threshold
Cat Early Renal	3,783	978	25.85%
Dog Renal Special	3,875	1,603	41.37%
Cat Renal / chicken	3,911	1,177	30.09%

Announced investment without double counting

In May 2024 BICE reported an Alican wet-food project of USD 5 million within a four-year USD 30 million programme also covering dry food. A roughly USD 0.8 million loan finances the project and is not additional investment. The announcement attributes 200 extra tonnes per month of capacity rather than delivered output. [I01]

In February 2025 Río Grande's municipality reported that Vitalcan's wet-food plant was producing and attributed USD 9 million of initial investment. It supplied no comparable realised volume. LOKAL's opening is documented by a 6 March 2025 primary source. [I02, I03]

The information concerns possible supply changes and distribution or packaging needs. Plans from different windows, loans, stages and repeated company announcements are not added. Capacity is not converted into sales.

A capacity figure from a later Lehmann report appeared in search indexing, but the PDF returned 404 during this review. It is not used for sizing or to attribute an inconsistency to the issuer without checking the original page.

Record	Duplication check
Project	Amount and execution separate
Programme / loan	Do not add to the financed project
Announcement	Not production or sales

Method, confidence and limits

Purposive non-probability selection provides no national sampling margin. Core and annexes, statuses, exclusions and substitutions remain separate. FACT refers to bounded observation/calculation; INFERENCE interprets; HYPOTHESIS proposes an explanation; UNCERTAINTY retains unresolved issues.

Unit price=P/Q. A median summarises only its defined group. IPR=100×unit price/group median within the same window describes relative position, not quality or premium adoption. Quartiles and offer-level classifications are not published. Currencies and functions are not mixed.

Results derived from rounded percentages inherit their precision. Purchase enumeration is limited to two formats, one seller, one order and 0–50 units each. The engine was tested against fictional cases and an independent oracle; native Excel or buyer-use validation is not claimed.

Traceability and QA do not establish validated demand. Historical diffusion restrictions remain. Internal records retain claim contracts and sources; buyers receive references needed to interpret scope without an individual-price catalogue.

Summary sources

Consulted 19 October 2026. Energy pairs are conditional and belong to one manufacturer. Check analytical basis and compatibility before comparing. The examined evidence does not measure willingness to pay or realised commercial outcomes.

I01 BICE 2 May 2024

https://www.bice.com.ar/alican-invierte-usd-5-millones-en-su-planta-de-alimentos-humedos-para-mascotas-con-financiamiento-de-bice-2/

I02 Rio Grande 19 February 2025

https://info.riogrande.gob.ar/esta-inversion-significa-trabajo-y-ampliacion-de-la-matriz-de-produccion-de-rio-grande

I03 Lehmann opening 6 March 2025

https://cooperativalehmann.coop/novedades/la-lehmann-celebra-la-apertura-de-lokal-su-nueva-fabrica-de-alimentos-balanceados-para-perros-y-gatos

S06 CABA EAH2022,2023report

https://www.estadisticaciudad.gob.ar/eyc/wp-content/uploads/2023/07/Modulo_tenencia_responsable_p_y_g_EAH_2022.pdf · pp.4–7; private households, declarative weighted survey.

P01–P06 Royal Canin Argentina

https://www.royalcanin.com/ar/cats/products/vet-products/early-renal-1242

https://www.royalcanin.com/ar/cats/products/vet-products/early-renal-1243

https://www.royalcanin.com/ar/dogs/products/vet-products/renal-special-4161

https://www.royalcanin.com/ar/dogs/products/vet-products/renal-special-4170

https://www.royalcanin.com/ar/cats/products/vet-products/renal-3900

https://www.royalcanin.com/ar/cats/products/vet-products/renal-with-chicken-4030

Editorial revision E2 · 5 November 2026. Cover and trilingual edition; original analytical content and data cutoffs retained. The editorial date does not refresh the data.