**MI LATAM**

VERIFIABLE DECISION INTELLIGENCE

# Pet products Brazil

Free summary - expanded edition ME1

The three recent pairs have very different nominal advantages and cash requirements. Each case retains its function and evidence; they are neither a Brazilian distribution nor a national price ladder.

| OBSERVATION / BASE REPORT CALCULATION | Original data cut |
|---|---|
| Published relative retail cases, 10 October. Shown separately: do not average functions or combine with February municipal data. Before delivery; not savings during use. | 2026-02-02 / 2026-02-04; retail 2026-10-10 |

## The decision that changes

Does the advertised purchase mode offer additional advantage over the accessible promotion?

HYPOTHESIS / FICTIONAL SCENARIO

The marginal recurring advantage is 5 MU before charges, not 15 MU against the accessible price of 90. A charge of 5 ties; 10 makes it more expensive. Do not apply an additional 15% to 90 MU or assume a fixed future rate.

Fictional scenario: reference 100 MU, promotional one-off purchase 90 MU, recurring purchase 85 MU; benefits not stackable. Recurrence-only extra charges: 0, 5 or 10 MU per order. No future terms or consumption estimate. Not observed rates.

Original data cut: 2026-02-02 / 2026-02-04; retail 2026-10-10

The full edition develops the chart, inputs, threshold and reader guide, alongside the base report and tools. Essential limits are also shown here.

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New applications do not automatically increase confidence or renew data validity.