Free summary of pet products in Colombia

Compare assortment and combine pack sizes under cash, delivery and usable-content constraints

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Central conclusion

A larger pack may have a lower price per kilogram and still be a worse choice for a particular need. The historical panel shows unit-price advantages in 17 contrasts; this edition calculates how much additional cost and unused content those advantages can withstand. The tool compares complete purchases rather than price ratios alone.

Base	Scope
Historical prices	5 October 2026; separate R6/R7 checks on 8 October
Panel	89 offers, 81 literal codes, 30 brands; two sellers
Context	DANE 2021, Worldpanel 2024–2026, production and trade 2025
Free delivery	This standalone ES/EN/PT-BR summary

The market combines domestic manufacturing, imports and channels with different assortments. Production and trade figures explain this structure but cannot value the entire retail market by multiplication with an online median.

This summary provides self-contained findings and limits. The full report adds demand, value chain, corridors, classification, promotions, applications, references and the local trilingual tool. It is not a current quotation.

Executive summary

The central business reading has two parts: a substantial manufacturing and import chain exists, but access to an opportunity depends on function, pack size, channel and purchase economics. Growth or production alone does not establish profitability for a new brand.

The 17 contrasts cover 12 nominal seller-specific families and share references. Savings and outlay medians describe different distributions, not one typical pack. Summarising each family first preserves the direction, without making this purposive sample representative.

The tool compares what an isolated quotation omits: size combinations under useful demand, budget, storage and delivery rules. Examples are fictional. Unknown delivery prevents a winner from being declared; it is not imputed as zero.

Confidence is high in arithmetic reproduction from retained records and limited in original product equivalence and conditions. Sales, market shares, elasticity and nutritional quality were not observed. Later checks do not recover missing original captures.

Finding	Implication and limit
Median unit saving 7.8%	Median outlay +96.1%; not observed monthly savings
Fictional 10% loss in larger format	Only 6 of 17 contrasts retain an advantage before extra charges
Dry-dog-food median depends on seller	Removing Laika −38.7%; removing Jumbo +18.1%; assortment changes
Supply and imports quantified	This report does not establish a monetary retail TAM

Supply magnitudes and sizing limits

For 2025, ANDI reports 13.2 million tonnes of animal feed and a 4.2% pet share. Their product is approximately 554,400 tonnes, from rounded inputs. Dog and cat populations on the same infographic carry a note that they were updated in 2022. Aggregate animal-feed growth is not assigned to pet food. [S01]

WITS reports Colombian 2025 imports and exports under HS 230910. Published values are in thousands of USD and converted to millions below. These are gross trade flows using customs coverage and H0 nomenclature, not retail turnover. Export tonnage close to ANDI's rounded 22.4 thousand tonnes reconciles rounding but is not independent triangulation: both can draw on shared official records. [S05–S06]

Production plus imports minus exports gives roughly 594 thousand tonnes if scopes align. This is not adopted as established apparent consumption: product/species scope, free zones, inventories and production coverage remain unreconciled. Multiplying it by online prices would bias volume, mix, channel and margins.

2025 measure	Volume	Published value
Approximate pet-feed production	554.4 thousand t	Not valued
HS 230910 imports	62.34 thousand t	USD 138.12 million
HS 230910 exports	22.44 thousand t	USD 38.21 million
Retail TAM by product line	Not established	Not estimated

Delivery and unused-content boundary

Let s be the larger pack’s nominal unit saving, f its additional cost as a fraction of pack price, and w its unusable fraction. If the smaller pack is fully used and has no extras, the larger pack retains its advantage when $(1+f)(1-s)/(1-w)<1$. Equality defines a boundary, not a probability. [N02]

With no extra cost, tolerable loss is w=s. With no loss, tolerable extra cost is $f=s/(1-s)$. A10% nominal saving can withstand up to 10% exclusive loss or 11.11% extra cost relative to large-pack price; combining both uses the same margin.

Under 5%,10% and 20% unused-content scenarios applied only to the larger format,14,6 and 3 of 17 contrasts retain an advantage. These are not observed waste rates. Equivalence and tax treatment remain assumptions; nutritional deterioration and storage safety are not modelled.

The figure makes the practical point: delivery and unused content cannot be evaluated separately and their savings then added. Unknown delivery leaves a comparison unresolved. When both formats lose content, each cost must be divided by its useful quantity.

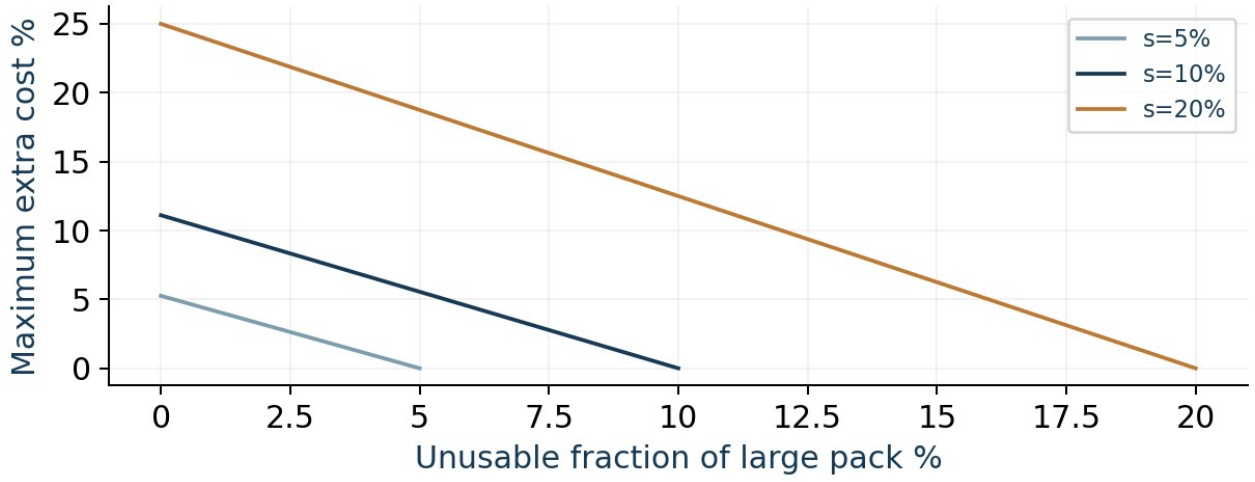


Figure 3. Maximum extra cost against unusable fraction for fictional nominal savings of 5%,10%,20%. Percent; equal cost per useful kg. N02,19-Oct-2026.

Complete purchases and format combinations

The attached tool enumerates 0–50 units of two equivalent formats from one seller in one order. It minimises outlay while meeting useful demand, budget and storage constraints. Delivery may change at a subtotal threshold; known extra charges are included. [N03]

Fictional monetary-unit scenario: A1 kg at 100 and B4 kg at 360; need 5 kg, budget 500, capacity 6 kg, delivery 20 and free delivery from 400. One of each costs 460 and covers 5 kg; five A cost 500; two B cost 720 and breach both budget and capacity. Choosing solely B's lower unit price would fail.

With 4 kg needed and 4 kg capacity under the same threshold, one B costs 380 when delivery is 20. If delivery rises to 100, four A total 400 and unlock free delivery while B costs 460: the choice changes without changing pack prices. The threshold is assumed, not a Colombian seller policy.

Useful quantity not assigned to the period is not automatically waste. Expiry, rations, efficacy and palatability are not estimated. A solution touching 50 requires a domain review. The tool does not establish suitability for an animal.

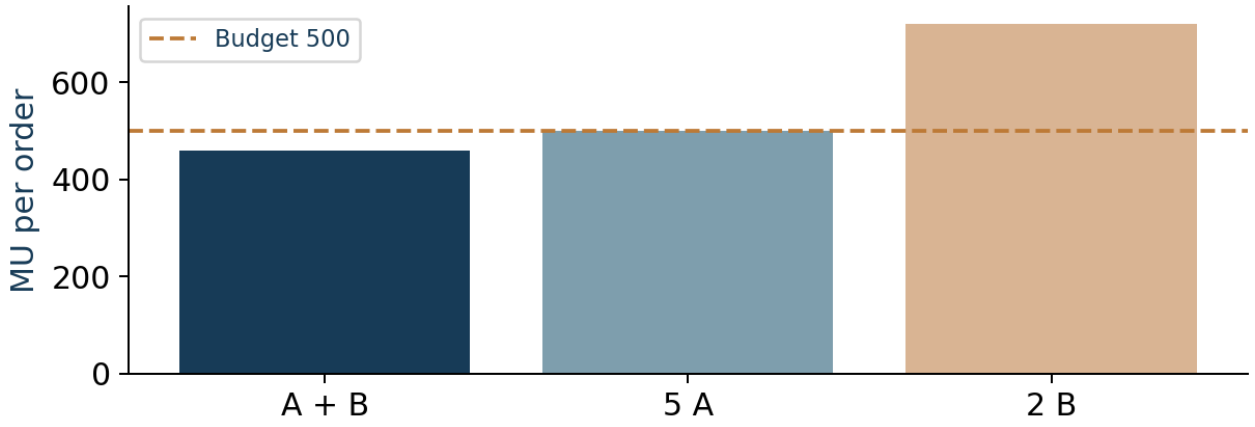


Figure 4. Fictional plans covering 5 kg. MU per order; A+B460, five A500; two B720 infeasible under budget 500/storage 6 kg. N03.

Methods and traceability

Facts are published observations with date and scope; calculations transform records; inferences explain conditional mechanisms; scenarios use explicit assumptions. Scenarios are not forecasts and purposive samples receive no national margin of error.

Unit price = general effective price / net quantity. Conversions: g/1,000, ml/1,000 and lb×0.45359237. Quartiles use inclusive linear interpolation. Pack contrasts are adjacent within nominal family/seller. Sensitivity excludes sellers, brands, codes and families; membership remains conditional. Algebraic boundaries do not require regression to demonstrate them.

The historical register retains URL, UTC, variant, quantity, transformation and hash. L05 and R7 were reproduced byte for byte. Not all 5-Oct original pages were recovered:89 records contain 56 logical page identifiers and 72 content hashes. A hash identifies bytes, not truth. Checks on 8-Oct evidence that different moment.

Sources: ANDI production 2025 p.1; DANE EM 2021 p.19; WITS HS 2309102025; Worldpanel 2024–2026; original 89-offer 5-Oct base and 8-Oct checks. Formulas: unit price=P/Q; useful cost=(P+extras)/(Q×useful fraction). No national representativeness, sales or nutritional validation. Source summaries in the full report.

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