VXOG SpA

PETS

CHILE

Pricing and premiumization

Free summary



ENGLISH

V3.1 E2 · 6 NOVEMBER 2026

Prices: 23 September 2026 · Cross-check: 16 October 2026

AI-generated illustrative editorial image

Pricing and premiumization of pet products in Chile

Free summary V3.1 E2

MI LATAM Insights · VXOG SpA · analytical cutoff 16 October 2026 · trilingual edition 6 November 2026

The decision before the price

Price comparisons require separating product, quantity and commercial conditions. A larger pack can lower price per kilogram while increasing cash outlay; a visible discount may miss the business contribution target. This summary provides two signals and the qualifications needed to interpret them.

Item	Scope
Price snapshot	Historical: 23 September; comparison: 16 October 2026
Base	120 historical offers from three sources; 56 current variants, separately
Categories	Foods, diets, treats and hygiene
Nature of revision	Historical and new targeted comparisons, separately

Published prices are not transactions. The sample does not measure sales, share, national demand or clinical or nutritional quality. This revision does not turn historical prices into current quotations.

Who can use it

Brand, product, distribution and strategy professionals framing comparisons or pricing hypotheses. It does not replace internal cost and sales information or product verification at purchase time.

What the base measures

Unit or subset	n	Limit
Total offers	120	Purposive selection without sales weights
Calculable IPR	115	Historical rule of at least four offers per group
Calculable discounts	16	Regular and effective prices observed together
Cross channel pairs	4	Eight linked offers, no causality

A relative reference is not demand

IPR = 100 × unit price / group median. Its center describes the sample: core, premium and ultra are price rules, not buyer segments. Concentration near the center is influenced by the quartile based definition itself.

Kilograms, liters and units remain separate. Function, recipe, life stage and conditions must also be separated. Matching physical units does not make body shampoo comparable with surface cleaning.

One source represents each channel type in this sample. Its differences therefore do not isolate channel effects or establish national presence or coverage.

Pack signal and interpretation limit

In the historical dry food sample, size is more negatively associated with CLP/kg for dogs than for cats. Descriptive Spearman correlations are -0.654 for dogs and -0.324 for cats. This mixes formulations and brands; it does not measure a causal saving from increasing size.

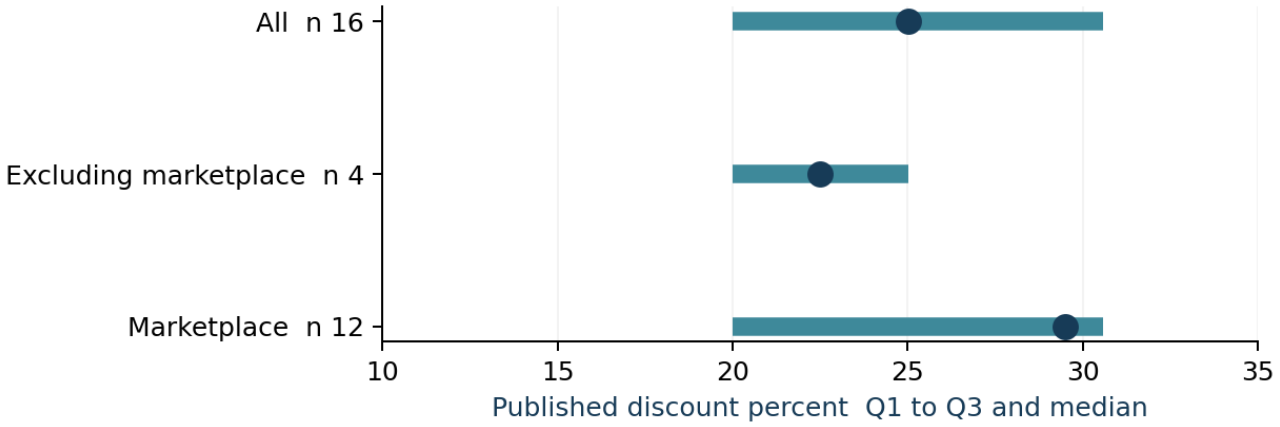
Initial reading	Necessary qualification
Cats have a weak aggregate association	It does not prove that larger packs lack unit economies within recipes
Dogs have a more negative association	Magnitude changes when sources are removed and formulation is not controlled
Lower price per kg	May require greater cash outlay and capital

What the full analysis adds

It contrasts the aggregate result with cat families selected through title matches and separately reports unit reduction, cash outlay and sensitivity to family exclusion. This is exploratory: titles do not certify identical nutritional formulation.

The useful rule is to verify product and size before extrapolating. Retailer profitability and pet owner preference are not inferred either.

Promotion signal and economic constraint



Historical calculable discounts. Q1 to Q3 and median; not universal eligibility or temporal frequency. Source S01 and S02; snapshot 23 September 2026.

The aggregate median is 25.0%, but twelve of sixteen discounts come from a marketplace with possible payment conditions. Excluding it leaves four cases and a 22.5% median. This is panel sensitivity, not a representative market correction.

An observed discount is not a profitable recommendation. Contribution requires final price, own costs and charges. The full report illustrates the discount threshold and what happens when it is exceeded, without presenting the scenario as real sector costs.

Where a comparable regular price is absent, discount depth is not calculated. Lack of observability does not mean an absence of promotions.

Use by decision

Decision	Use of the summary	Additional information
Pricing	Frame group and relative positioning	Attributes, own cost and current price
Packs	Separate unit price and outlay	Recipe, identity, stock and turnover
Promotions	Separate reference from profitable threshold	Eligibility, fees, cost and target margin
Investment	Frame due diligence	Sales, repurchase, capital and verified economics

What would refute a hypothesis

A premium that disappears when matching recipe, a pack requiring capital without turnover, or a discount missing contribution targets weakens the proposition. The summary guides verification; it does not identify an investment winner or optimal assortment.

An eight to twelve week series is proposed as a future reader method. It is not an included service or a series already executed.

Current comparison and application

Fifty-six variant observations across eight sellers were added on 16 October. They are not pooled with the 120 historical offers as one sample. Eleven families with two available sizes contain 23 variants from one seller.

Across those eleven families the larger size has a lower price/kg. Median reduction: 23.8%; median cash outlay increase: 197.9%. These are separate statistics. Selection does not measure the national market, quality, demand or final delivered savings.

A fictional 20% unit advantage disappears if 20% of the large pack is unused, assuming a waste-free comparator and comparable costs. This threshold does not estimate actual waste or shelf life.

The full report includes a two-format XLSX with editable budget, storage and shipping. It solves 169 bounded combinations; it does not download prices or replace a final quote. A free comparison site may suffice for a one-off purchase.

Full content and terms

The full integrated edition develops nine historical group corridors, IPR rules and comparability limits, pack sensitivity, title matched family comparisons, promotions and channels, a contribution scenario, reader decisions and methodology. It includes six figures per language and an XLSX with ES/EN and PT-BR interfaces using fictional scenarios.

Delivery is aggregated: it does not include individual price lists, observed product brands, screenshots, microdata or the internal base. ES, EN and PT-BR refer to the same product and analytical snapshots. Each result retains its own date; continuous tracking is not promised.

Evidence	Provenance and use
S01	Price Sample V1 120 historical offers
S02	Analytical Engine V1 aggregates and rules
S03	Recalculation and sensitivity 16 October 2026

The 16 October comparison uses direct public responses from eight sellers. The published multi-size comparison comes from Petvet (petvet.cl); restricted records remain outside delivery.

Rights and contact

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