VXOG SpA

PETS

MÉXICO

Price architecture

Free summary



ENGLISH

V2 E2 · 6 NOVEMBER 2026

Prices: 2 October 2026 · Cross-check: 16 October 2026

AI-generated illustrative editorial image

Price architecture of pet products in Mexico

Free summary V2 E2

MI LATAM Insights · VXOG SpA

Integrated edition V2 · 16 October 2026 · trilingual edition E2 · 6 November 2026

The decision before price

A larger pack may lower unit price and require more cash. A median may move with the assortment even when many offer prices do not change. This summary presents two signals and the limits needed to interpret them.

Item	Scope
Snapshots	2 and 16 October 2026, analyzed separately
Base	90 historical offers; 84 core; 84 current matched offers
Coverage	Two online specialists; purposive selection
Full edition	ES/EN/PT-BR and tool with interfaces in all three languages, individual license

Not nationally representative and not a measure of sales, quality, margins or willingness to pay. Published prices do not equal available or completed purchases.

Two signals for better comparison

First signal: in dry food, median unit reduction is 20.2% and median outlay increase 215.7%, between extremes of 19 family–seller groups. They are separate medians, not the same purchase.

Second signal: the comparator changes interpretation. Equal identity weighting raises historical medians by 2.7% for dry dog food and 7.8% for dry cat food relative to offer weighting. Neither weights sales.

Question	Prior check
What is comparable?	Recipe, function, stage, animal size and quantity
What can I buy?	Cash, capacity, final price and availability
What could change?	Waste, shipping, promotion or composition

The median describes the selection; it does not set an optimal price. The lowest unit price alone does not determine a purchase.

Pack size and budget

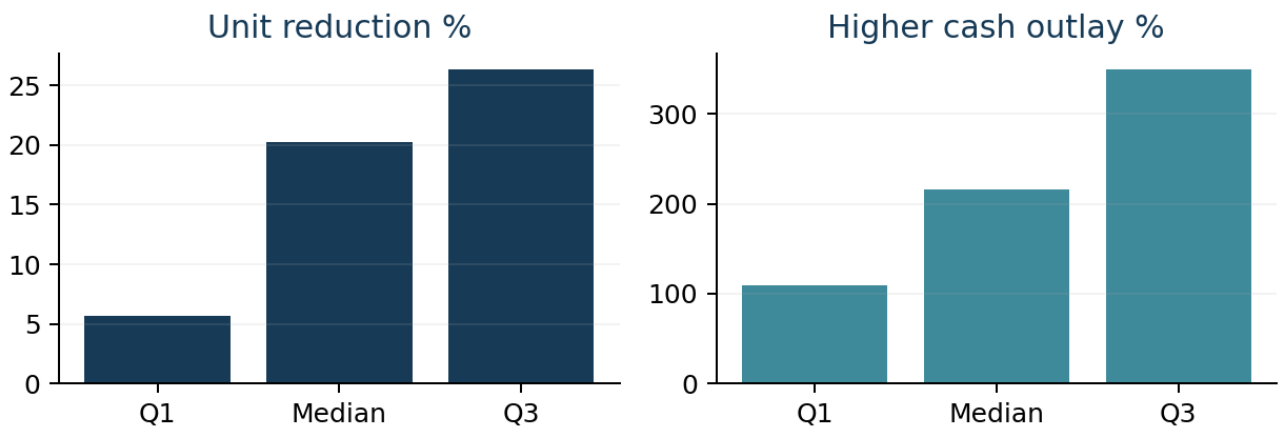


Figure 1. 2 October snapshot; 19 dry contrasts, 15 families and 49 variants. Each metric is summarized separately. Source S01–S02.

Eighteen contrasts reduce unit price and one increases it. Monotonic intermediate sizes, recipe identity and stock are not guaranteed. Some families appear in both sellers; these are not 19 independent families.

Compare usable unit price, purchase amount and available space. Without consumption and storage data, monthly or annual savings cannot be concluded.

Composition that changes interpretation

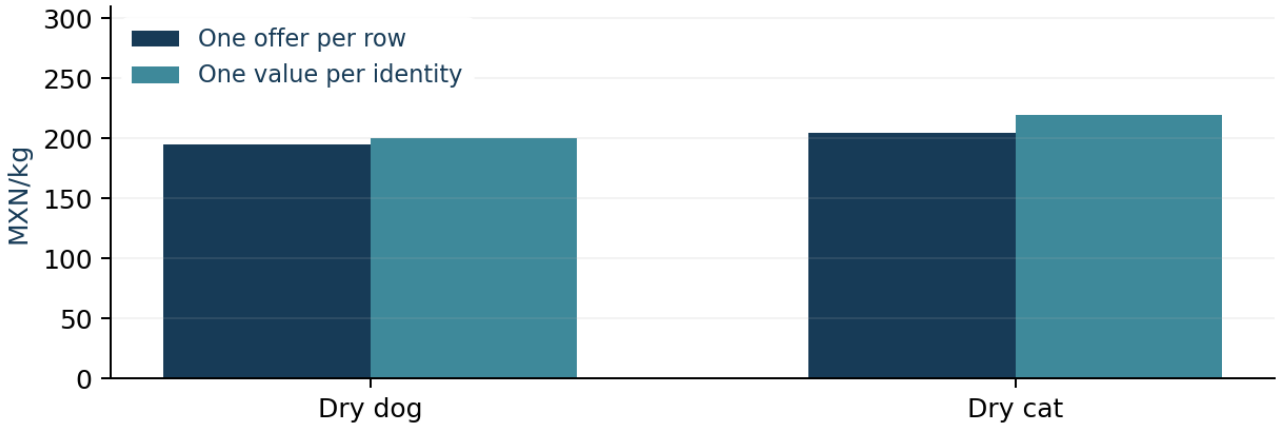


Figure 2. Historical medians rounded to 5 MXN/kg. Dog 32 offers/28 identities; cat 27/23. No nutritional equivalence. S01–S02.

An identity in two stores contributes two offers. Assigning it one value changes relative product weights. Equal identity weighting reduces that duplication without resolving selection of brands, recipes, packs or promotions.

For a particular recipe, use an equivalent dated reference. A broad median mixing maintenance, growth and special diets may answer a different question.

Freshness and interpretation limits

On 16 October, 84 core offers were recovered with the same variant and quantity. Eighty prices match 2 October and four change. The geometric panel moves from 100 to 101.7; it is not national inflation or a sales trend. S03–S04.

Signal	Limit
Published offer	Does not prove payment or repeat purchase
Available in metadata	Does not verify physical stock or delivery
Promotion reference	Does not establish a past paid price
Two sellers	Do not represent all channels

INEGI ENBIARE 2021 reported 69.8% of households had pets. That dated context does not measure a brand’s accessible market or demand for paid intelligence. S05.

Application and next useful evidence

Reader	Use	Next evidence
Brand	Define comparator	Recipe, function and own costs
Distribution	Separate unit price and cash	Stock, shipping, capacity and turnover
Strategy	Frame due diligence	Sales, repeat purchase and economics

A final quote or own spreadsheet may suffice for a one-off purchase. Profeco QQP offers free references; identical coverage is not assumed. Verify the evidence that may reverse the decision, not a general market number without a use. S06.

The full edition develops within-family control, sensitivity, promotions, waste and purchase scenarios. The method does not guarantee outcomes or replace internal cost or demand data.

Full content, sources and terms

The full edition includes ES/EN/PT-BR reports, six figures per language and a XLSX with interfaces in all three languages tool evaluating 169 combinations of two packs, plus waste calculation, guide and individual license. Example inputs are fictional. No SKU database or continuous updates included.

S01–S02: 2 October 2026 base and engine. S03–S04: 82 direct responses and own 16 October models; 84 matched offers. Price sources: Pet n’GO and Maskota. Delivery contains own aggregates, no screenshots, microdata or individual prices.

S05: INEGI, ENBIARE 2021, www.inegi.org.mx. S06: Profeco QQP, qqp.profeco.gob.mx. S07: public terms at petngo.com.mx and maskota.com.mx, reviewed 16 October 2026. Each result retains its date.

Rights and contact

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