VXOG SpA

PETS

PERÚ

Pricing and premiumisation

Free summary



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V2 E2 · 6 NOVEMBER 2026

Prices: 6–7 October 2026 · Documentary context: 18 October 2026

AI-generated illustrative editorial image

Pets in Peru: prices, market and decisions

Free summary V2 E2 · 6 November 2026

MI LATAM Insights · VXOG SpA

Prices: 6–7 October 2026. Context: 2023–2026 by source. Trilingual edition; observations retain their original dates.

Scope and market interpretation

Observed positions and pack associations depend on function, recipe and seller. They support portfolio questions, without establishing an optimal national price or premium demand. Scope covers food, snacks and hygiene.

Documentary research adds national demand evidence with explicit limits: ENAHO 2025 reports broad nominal food spending of PEN233.9 million per month, not industrial pet food TAM. Growth in total real spending is not significant at 5%, while conditional mean spending falls. Imports, association production and online offers remain separate. Assortment decisions should test function, outlay and useful consumption before assuming a growing premium segment. Free price comparison can suffice for a simple purchase; this study’s contribution is conditional evidence interpretation and sensitivity, not finding today’s lowest price.

FACT AND CALCULATION [S01–S02]. UN Comtrade via WITS reports Peru gross imports of HS H0 230910 of USD 50.25434 million and 23.211 million kg in 2024, versus USD 45.97156 million and 22.1107 million kg in 2023. Nominal value growth: 9.32%; quantity growth: 4.98%. Aggregate value per kg: USD 2.165 versus 2.079; change 4.13%. Formulas: (final/initial−1)×100 and value/kg. This is not a matched product price index: origin, format and composition can change.

The customs flow excludes domestically produced goods sold in Peru and does not measure final spending or treats/hygiene outside that code. It is not TAM, retail margin or apparent consumption without compatible production, exports and inventory data.

FACT AND LIMIT [S10, tables 4.3 and 4.5]. Total nominal food expenditure in 2025 is estimated at PEN233.9 million per month, with 95% confidence interval PEN222.8–245.0 million. The real estimate for that category is PEN264.8 million, in constant 2025 soles at Metropolitan Lima prices. INEI specifies real amounts at Metropolitan Lima prices; that valuation differs from the national aggregate in current soles. Do not add them or directly compare them with 2024 imports in USD.

Business-line coverage and comparison limits

The retained base contains 55 offers with flags. The principal retains 39 after removing bundles and uncertain tax; 27 are classified in three macro food groups. Related layers, not additive.

Unit price divides the published charge by documented net quantity. Food and snacks use PEN/kg; shampoos use PEN/L. Volume and mass are not converted into one another.

Observed line	Principal offers	Interpretation
Dry dog food	12	Function and seller are confounded
Dry cat food	9	Sterilised and general mixed
Wet dog food	3	No macro classification
Wet cat food	6	Small monetary corridor not disclosed
Treats	6	Formats and stages separate
Shampoos	3	PEN/L; no per-wash equivalence
Hypoallergenic claim	5	Subset of dry dog food: do not add

Of 27 classified observations: 17 core, five value, four premium and one ultra. Twelve of 39 principal remain unclassified: three wet dog foods, six snacks and three shampoos. 27/39=69.2%; 27/55=49.1% of retained. Observation shares, not market shares. All 27 prior positions remain unchanged; pooling four dog snacks across formats and stages does not establish a comparable corridor.

The principal includes two creamy cat snacks, four dog snacks and three shampoos. Two new adult biscuits from different brands share declared quantity but differ in recipe, claims and promotion; their quantity is title-only. Both declare stock, not verified delivery. A filet declares content in its body and dental-care use, without a life stage. The prior jerky reward remains unavailable: formats and functions are not pooled to create an index.

There are zero strict pairs matching formula, SKU, pack, mode and tax between channels. Channel medians would describe different assortments without isolating channel effects. No cheapest-channel ranking or supplier-switch saving is published.

Purchase economics: scenarios, not forecasts

CONDITIONAL SCENARIO. Three identical eligible units at 100 MU each, with the cheapest free, reduce subtotal from 300 to 200 MU: 33.33%. An eligible basket of 100, 80 and 60 MU falls from 240 to 180 MU: 25%. The 8.33 percentage point difference is composition, not an observed price change in Peru. Same tax basis assumed; delivery and membership excluded.

REPLENISHMENT SCENARIO. For a confirmed equivalent recipe and function, assume a 3 kg small pack at PEN45 and PEN5 delivery per purchase; a 12 kg large pack at PEN150 and one PEN20 delivery. The large pack has lower product price per kg: PEN12.50 versus PEN15. To cover 6 kg before expiry, two small purchases cost PEN100 and the large pack PEN170. Per consumed kg that is PEN16.67 versus PEN28.33; the large pack's six surplus kg receive no residual value. These are not observed prices or feeding guidance.

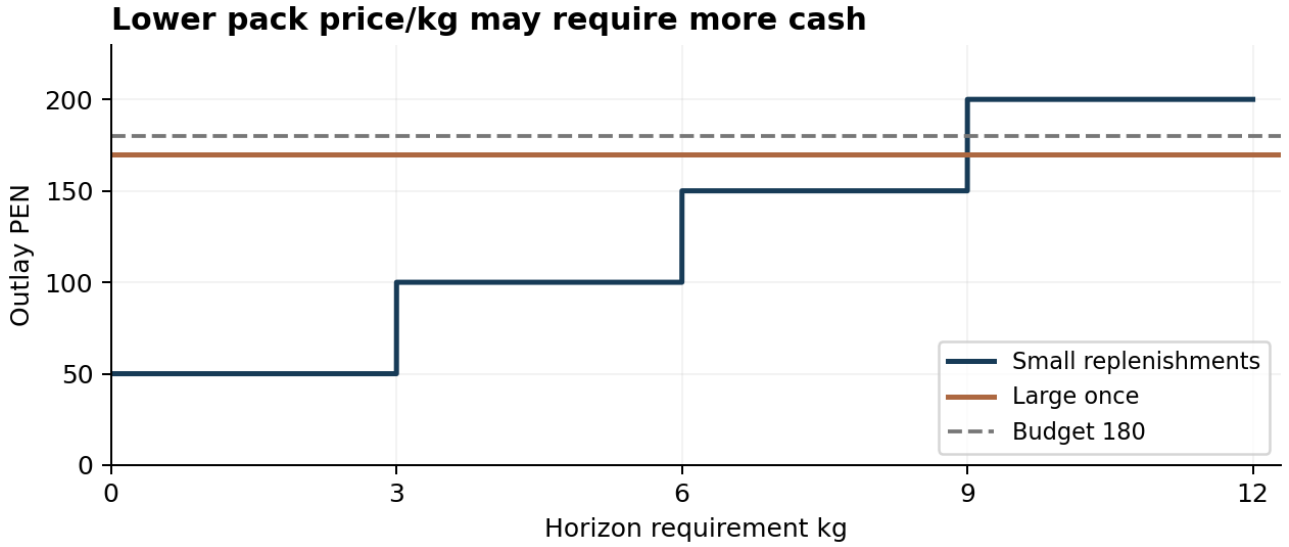


Figure · Own scenario. One delivery per small pack; large purchased once. Same function and recipe assumed; no observed prices, financing or residual value.

CONSUMPTION UNCERTAINTY. If completed requirement may be 6, 9 or 12 kg, and small packs can be purchased as consumed, payments are 100, 150 and 200 versus 170 for the large pack committed initially. Regret against the cheapest policy for each requirement is 0, 0 and 30 for small; 70, 20 and 0 for large. Minimising worst regret favours replenishment (30 versus 70), but its maximum outlay of 200 may breach the 180 budget. Minimising worst payment favours large (170 versus 200). These are different criteria, not probabilities or a universal recommendation. Replenishment assumes constant prices and delivery and future availability; if those fail, the result does not hold.

Method, sources and terms

Essential limits

Selection is not random or sales-weighted. Quantity and availability come from product pages; documentary corroboration does not certify physical packs, invoices or delivery. Captures are not simultaneous.

Calculations retain full precision; presentation alone is rounded. Inclusive quartiles: h=(n−1)p, interpolating adjacent ordered values. Macro grouping uses category, species, analytical format and unit; fine sensitivity adds function, size, stage and pack. Dog snacks separate adult biscuits, reward jerky and unspecified-stage filets; they are not pooled to inflate n.

Entry decisions would change with verified function-specific demand, landed cost compatible with contribution and working capital, and operational channel access. Price interpretation would change with matched recipe/pack/seller observations in a common window. For today’s cheapest purchase, a public comparator or direct shop check may serve better. Nada Menos [S13] offers unit prices and store lists; this report does not promise its freshness or coverage.

Selected sources: UN Comtrade via WITS, HS H0 230910 (2023/2024); INEI ENAHO 2025. The full report includes locators, discrepancies, reservations and other sources. Prices: historical V18 base, not current quotes.

https://wits.worldbank.org/trade/comtrade/en/country/PER/year/2024/tradeflow/Imports/partner/ALL/product/230910

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