VXOG SpA

Prices and decisions

Pets LATAM

Free summary of the regional integration

CL / MX / PE / CO / AR / BR



ENGLISH

ED3 E2 · 6 NOVEMBER 2026

Analytical cutoff: 19 October 2026; original windows retained

AI-generated illustrative editorial image

Pets LATAM

Free summary · analytical cutoff 19 October 2026 · trilingual edition 6 November 2026 · MI LATAM Insights / VXOG SpA

Scope	Reading basis
Edition	ED3 · E2
Countries	CL / MX / PE / CO / AR / BR
Regional integration	ES / EN / PT-BR; six national analytical components
Cutoffs	Original time windows retained

Six markets, six contexts and a common discipline for comparing purpose, cash outlay and usable content. The regional synthesis connects the six national studies while retaining their distinct analytical windows.

Central conclusion

The pack with the lowest unit price is not necessarily the affordable purchase or the lowest-cost alternative for a specific need. The integration connects national evidence, cross-border supply and conditional decisions; it does not create a regional price ranking or a market size by adding incompatible universes.

How to read. The summary identifies decisions; the atlas defines the evidence; the chapters on product lines and the value chain explain the contrasts; the scenarios show what can reverse a choice. Sources, formulas and analysis files allow readers to reconstruct the results.

Executive summary

The ED3 analytical base brings together CL V3.1, MX V2, PE V2, CO V2, AR V3 and BR V3. The regional integration draws on those editions without averaging their indicators or presenting its editorial date as a simultaneous data capture. E2 adds regional translation and localized tool interfaces while retaining the original analytical cutoffs.

The broadest compatible evidence in this edition concerns trade in dog and cat food: six destinations, year 2024 and HS H0 230910. It reveals different supply relationships; imports do not measure retail spending, premium penetration or an opportunity accessible to an entrant.

A second conclusion concerns decisions: separate medians of unit savings and outlay do not identify how many alternatives meet both constraints simultaneously. A reproducible counterexample retains exactly the same marginal distributions while changing the feasible share from one third to two thirds. It is a synthetic demonstration, not a household estimate.

For manufacturers, prioritize purpose and landed cost; for distribution, identity, credit and turnover; for retail, delivered cost and use; for investment, monetary demand and contribution before attributing a return. The evidence does not support choosing a winning country, recommending a recipe or guaranteeing sales.

Atlas of editions and time windows

The dates below relate to price evidence, not to the future validity of the market. Additional context has its own dates. Observations are not pooled into a regional sample.

Country / edition	National evidence base and main limitation
Chile V3.1	23 Sep historical; 16 Oct 2026, 56 variants / 8 sellers; 23 available variants in 11 dry-food families for pack comparisons.
Mexico V2	2 Oct and matching on 16 Oct 2026: 84 offers / 76 core identities; 69 from one source and 15 from another.
Peru V2	6–7 Oct 2026: 55 retained, 39 primary and 27 macro-classified; 6 primary sellers.
Colombia V2	5 Oct 2026: 89 offers / 81 codes / 2 sellers; separate checks on 8 Oct.
Argentina V3	R33 retained; V3 context and review kept separate; energy equivalence limited to documented pairs.
Brazil V3	Historical municipal comparisons from February and pairs from 10 Oct 2026; Q2 2026 corporate context kept separate.

Economic boundary and information that can reverse a choice

CONDITIONAL ASSUMPTION. Let s be the reduction in price per purchased unit for the large pack; w its unused fraction; and f the extra charge as a fraction of its own base payment. The small pack is fully used and incurs no extra charge. Large/small useful-content cost ratio = (1−s)(1+f)/(1−w). This does not automatically represent conditions in any country.

A tie requires f = (1−w)/(1−s)−1. With s=20% and w=10%, up to a 12.5% charge is possible; with w=25%, the threshold is −6.25%, so the large pack already has no advantage when charges are non-negative. If the alternative that wastes content or pays shipping changes, recalculate rather than reusing that threshold.

With a reduction of only 2.5%, even without waste the maximum charge is 2.56%. Sensitivity explains the fragility of a small advantage, but does not estimate pad absorption, losses or buyer behavior. The scenario values are not a country comparison.

The most useful information is what can move the choice across the boundary: usable need, storage, shipping or recipe equivalence. No monetary value of information is assigned without the reader’s probabilities and consequences.

s	w	Conditional maximum extra charge
20%	10%	12.5%
20%	25%	−6.25%
2.5%	0%	2.56%

Incremental value and free substitutes

A current listing or free comparison tool may better solve a one-off purchase at the lowest price. WITS provides free access to customs facts; authorities publish registers and requirements. Buying this collection does not confer exclusivity over those facts.

Its own contribution is integration: an atlas of analytical editions, specific incompatibilities of purpose/time/universe, supply links on a common perimeter, a counterexample of joint constraints and conditions that reverse decisions. The six reports provide cases and analysis referenced by the synthesis without being replaced by it.

Counterevidence: an analyst can reconstruct the atlas and calculations using public documents, technical knowledge and their own data. The time needed, willingness to pay and preference for this product have not been measured. Applied value is a revisable internal assessment, not demand validation.

Willingness to pay for this intelligence, realized savings and returns have not been measured. The report does not promise monitoring, a SKU database, advisory services or future editions.

Collection: six national studies and original regional integration, tools and CSV files. USD160, one-time payment, individual internal-use licence. Consult the licence and checkout total. Refund requests within ten calendar days; soporte@milataminsights.com.

Trilingual edition E2 · 6 November 2026. Original analytical content and dates retained; regional interfaces localized. No new market capture is implied.