

**Voluntary Report** – Voluntary - Public Distribution

**Date:** November 14, 2024

**Report Number:** CO2024-0023

**Report Name:** SaborUSA Colombia Halloween Contest Promotes US Pet Food

**Country:** Colombia

**Post:** Bogota

**Report Category:** CSSF Activity Report, Market Development Reports, Product Brief, MISC-Commodity

**Prepared By:** Ana Salinas and Adriana Uribe

**Approved By:** Abigail Mackey

**Report Highlights:**

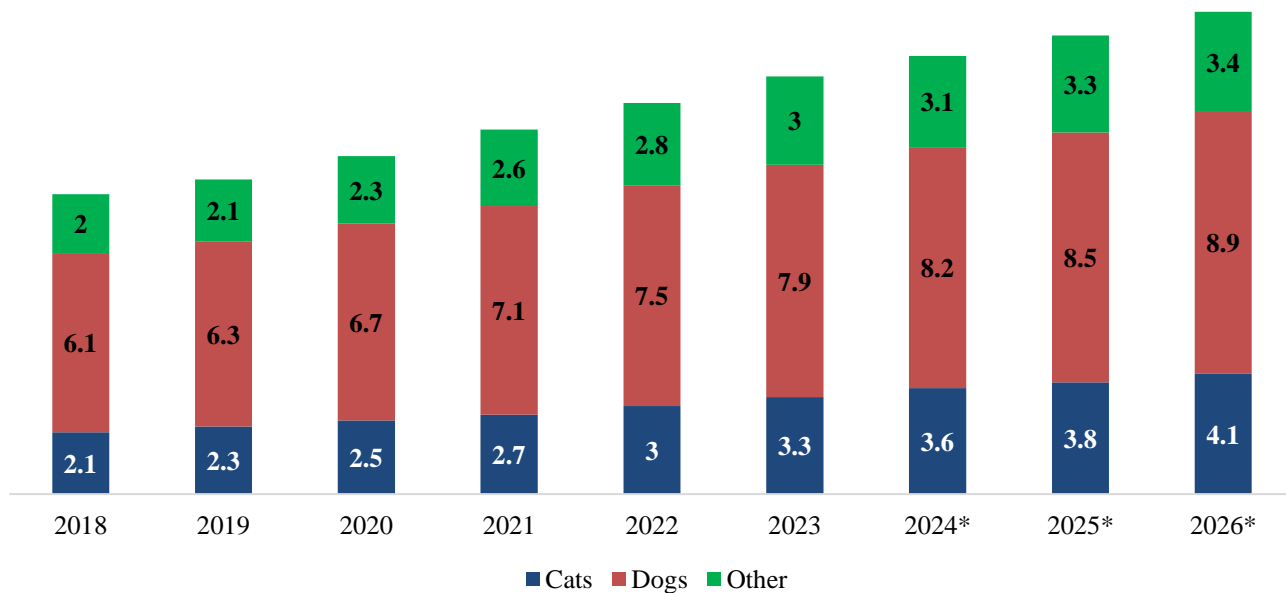
SaborUSA Colombia, FAS Bogota's flagship marketing campaign, partnered with the U.S. Pet Food Institute (PFI) to promote American pet food through a "Petween" social media contest. The activity targeted over 43,000 pet owners in Bogota, Medellin, Cali, and Barranquilla to educate them on the benefits and availability of U.S. pet food in the local market. In 2023, Colombia became the sixth largest global export market for U.S. dog and cat food, with total U.S. exports reaching \$47 million.

## Background on Pet Food Demand in Colombia

The pet population in Colombia continues increasing, reaching 14 million in 2023 (see Figure 1). An estimated 57 percent of households in Colombia have at least one pet, mainly cats and dogs. According to the U.S. Pet Food Institute (PFI), the Colombian pet food market totaled \$1.22 billion in 2023, and is forecasted to continue growing. Pet nutrition and health are becoming increasingly relevant concerns among owners when it comes to choosing how to feed their pets. Special diet products are more common now in the Colombian market than just a few years ago.

In 2023, Colombia became the sixth largest global export market for U.S. dog and cat food, with total U.S. exports reaching \$47 million. The main exports competitors are Brazil and Mexico.

**Figure 1: Pet Population in Colombia (millions of pets)**



*\*Projections*

*Data Source: Euromonitor*

## SaborUSA Social Media Trick or Treat Contest for #MyPetAndMe

To take advantage of the growing demand for pet food in Colombia, FAS Bogota has expanded its work in educating Colombian consumers on the availability of U.S. pet food brands in Colombia and the benefits. In October 2024, FAS Bogota in collaboration with PFI organized a social media contest through [SaborUSA](#), entitled “Petween.” For a chance to win the online competition, participants had to publish a photo with their pets, share why their pets look like them and how they are fed, and include the

hashtag #MiMascotaYYo (#MyPetAndMe). The main objective of the contest was to obtain valuable insights on pet food market trends in Colombia and increase awareness of U.S. brands available in Colombia.


**Image 1: [SaborUSA Instagram Publication](#) on Petween Social Media Contest**





*Translation: On Petween, you and your pet are the stars. Participate and win an amazing kit of delicious and fun surprises!*


The contest targeted an audience of over 43,000 pet owners in major Colombian cities including Bogota, Medellin, Cali, and Barranquilla. Close to 10,000 people engaged with the contest by liking, commenting, or sharing it. Among those that commented, the main drivers of pet food purchase decisions were health and wellness. The winner was selected using a random name picker app ([AppSorteos](#)), and received a kit, including U.S. dog food, pet toys and treats, as well as a brochure with product information.


**Image 2: Instagram and Facebook Comment Samples**


 alexmosh23 #mimascotayyo nos parecemos en muchas cosas. Jackie siempre está llena de energía y le gusta mucho divertirse, sin embargo es muy enojona igual que yo. Es muy sociable y también le encanta muchísimo comer. Le encanta el pollito, las latas de Hills y el Chunky de cordero ❤️  
 6d 3 likes Reply See translation



 stephy4yo Tuly es muy leal nos parecemos en eso #MiMascotaYYo ella le encanta el pollo, y alimento húmedo.  
 3w 2 likes Reply See translation



 mara\_hernan Mi peludo se parece demasiado a mí porque nos encanta dormir y hacer pereza y la comida que le doy son sus croquetas de Hills. #MiMascotaYYo  
 3w 1 like Reply See translation



 cinthya\_ruiz\_granados #mimascotayyo nos parecemos en que ambos somos altos jajajajal Le doy Monello y latas de Dr Clauders  
 3w 1 like Reply See translation

 xim\_01 #mimascotayyo mi candy y yo nos parecemos mucho en el genio que tenemos, es el temor de la unidad. Le dicen que ahí va el diablo con moñitos 🤩 su comida favorita son las galletas y los sobres de comida húmeda  
 6d 2 likes Reply See translation

 alejosalazaar #MiMascotaYYo nos parecemos en que nos gusta tomar el sol y comer pollito

 Leidy Rodriguez #mimascotayyo nos parecemos en lo caprichosos y consentidos le doy de comer royal caninin puppy french bulldog 🐶  
  
 3 semanas Me gusta Responder

 Ca Rito Mis maskota y yo nos parecemos en ser alegres , caprichosit@s,un poko cariños@s.  
  
 1 semana Me gusta Responder

 Yaqueline Gomajoa #MiMascotaYYo nos parecemos x que Lulu es negrita y flaquita y yo soy trigueña y delgada  


**Looking Ahead**

Non-traditional marketing, like social media contests, have turned into an effective tool to listen to consumers, understand what they are looking for, and create content and messaging to engage them in ways that lead to greater sales of U.S. food products. Moving forward, SaborUSA will continue to work with U.S. cooperators and stakeholders to develop social media contests that engage Colombian consumers, provide valuable insights, and help boost sales of U.S. agricultural and food products.

**Attachments:**

No Attachments.