



**Euromonitor  
International**

# Other Pet Food in Italy

May 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

The static population of other pets challenges volume growth, which continues to fall  
Nestlé Purina PetCare leads while Tetra focuses on expanding its fish food ranges  
Pet shops and superstores lead sales while discounters gain ground through affordability

PROSPECTS AND OPPORTUNITIES

Small mammal/reptile food is set to drive growth, with a rising focus on high-quality options  
Physical stores will remain key as many consumers appreciate personalised advice for pet health  
Health, wellbeing and convenience is expected to be the focus of innovation

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