



**Euromonitor
International**

Cat Food in Italy

May 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

The pet humanisation trend supports sales of premium, high-quality cat food

Nestlé Purina PetCare retains its lead, expanding its ranges to improve sales

Consumers visit pet shops and pet superstores to access personal advice and a wide array of products

PROSPECTS AND OPPORTUNITIES

Affordability, sustainability and the rising cat population are set to support growth

Online subscription services are expected to drive growth for retail e-commerce

Innovations are set to focus on natural ingredients and free-from formulas

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DISCLAIMER

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