

Pet Products in Italy

May 2025

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Pet Products in Italy - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Pet humanisation supports growth as health and wellness become key drivers of sales
Merial Italia SpA retains its lead, while private label strengthens its position through affordability
Affordable Asian e-commerce platforms are strong competition for domestic players

PROSPECTS AND OPPORTUNITIES

Positive outlook for pet products, driven by innovation and regulation

Retail e-commerce sales will be driven by online innovation and changing consumer behaviour Customisation, technological advancements and personalisation will be the focus of innovation

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