



Pet Products in Italy

April 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Cat litter becoming greener and more sophisticated

Pet healthcare receiving growing interest while new injectable flea/tick treatment could shake up the competitive landscape

Task-specific hygiene products seen to have potential

PROSPECTS AND OPPORTUNITIES

Pet dietary supplements seen as an area with strong growth potential

New Legislative Decree set to boost sales of pet healthcare products through pet shops and superstores

Brighter outlook for other pet products as the economy stabilises

CATEGORY DATA

Table 1 - Sales of Pet Products by Category: Value 2019-2024

Table 2 - Sales of Pet Products by Category: % Value Growth 2019-2024

Table 3 - Sales of Pet Healthcare by Type: % Value 2019-2024

Table 4 - Sales of Other Pet Products by Type: % Value 2019-2024

Table 5 - NBO Company Shares of Pet Products: % Value 2019-2023

Table 6 - LBN Brand Shares of Pet Products: % Value 2020-2023

Table 7 - Distribution of Pet Products by Format: % Value 2019-2024

Table 8 - Forecast Sales of Pet Products by Category: Value 2024-2029

Table 9 - Forecast Sales of Pet Products by Category: % Value Growth 2024-2029

Pet Care in Italy - Industry Overview

EXECUTIVE SUMMARY

Pet care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for pet care?

MARKET INDICATORS

Table 10 - Pet Populations 2019-2024

MARKET DATA

Table 11 - Sales of Pet Food by Category: Volume 2019-2024

Table 12 - Sales of Pet Care by Category: Value 2019-2024

Table 13 - Sales of Pet Food by Category: % Volume Growth 2019-2024

Table 14 - Sales of Pet Care by Category: % Value Growth 2019-2024

Table 15 - NBO Company Shares of Pet Food: % Value 2019-2023

Table 16 - LBN Brand Shares of Pet Food: % Value 2020-2023

Table 17 - NBO Company Shares of Dog and Cat Food: % Value 2019-2023

Table 18 - LBN Brand Shares of Dog and Cat Food: % Value 2020-2023

Table 19 - Penetration of Private Label in Pet Care by Category: % Value 2019-2024

Table 20 - Distribution of Pet Care by Format: % Value 2019-2024

Table 21 - Distribution of Pet Care by Format and Category: % Value 2024

Table 22 - Distribution of Dog and Cat Food by Format: % Value 2019-2024

Table 23 - Distribution of Dog and Cat Food by Format and Category: % Value 2024

Table 24 - Forecast Sales of Pet Food by Category: Volume 2024-2029

Table 25 - Forecast Sales of Pet Care by Category: Value 2024-2029

Table 26 - Forecast Sales of Pet Food by Category: % Volume Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/pet-products-in-italy/report.