

Cat Food in Italy

April 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Cat food sales continue to grow despite mounting price pressure
- Cat treats full of potential with an ever-expanding variety of options
- Private label expanding into offering higher quality cat food recipes

PROSPECTS AND OPPORTUNITIES

- Sustainability likely to become a growing focus as companies come under pressure to take better care of the environment
- Cat treats and mixers likely to remain a focus of innovation
- Players likely to focus on innovation as the economy picks up

CATEGORY INDICATORS

- Table 1 - Cat Owning Households: % Analysis 2019-2024
- Table 2 - Cat Population 2019-2024
- Table 3 - Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2019-2024

CATEGORY DATA

- Summary 1 - Cat Food by Price Band 2024
- Table 4 - Sales of Cat Food by Category: Volume 2019-2024
- Table 5 - Sales of Cat Food by Category: Value 2019-2024
- Table 6 - Sales of Cat Food by Category: % Volume Growth 2019-2024
- Table 7 - Sales of Cat Food by Category: % Value Growth 2019-2024
- Table 8 - Sales of Dry Cat Food by Life-Cycle: % Value 2019-2024
- Table 9 - Sales of Wet Cat Food by Life-Cycle: % Value 2019-2024
- Table 10 - NBO Company Shares of Cat Food: % Value 2019-2023
- Table 11 - LBN Brand Shares of Cat Food: % Value 2020-2023
- Table 12 - LBN Brand Shares of Cat Treats and Mixers: % Value 2020-2023
- Table 13 - Distribution of Cat Food by Format: % Value 2019-2024
- Table 14 - Forecast Sales of Cat Food by Category: Volume 2024-2029
- Table 15 - Forecast Sales of Cat Food by Category: Value 2024-2029
- Table 16 - Forecast Sales of Cat Food by Category: % Volume Growth 2024-2029
- Table 17 - Forecast Sales of Cat Food by Category: % Value Growth 2024-2029

EXECUTIVE SUMMARY

- Pet care in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retailing developments
- What next for pet care?

MARKET INDICATORS

- Table 18 - Pet Populations 2019-2024

MARKET DATA

- Table 19 - Sales of Pet Food by Category: Volume 2019-2024
- Table 20 - Sales of Pet Care by Category: Value 2019-2024
- Table 21 - Sales of Pet Food by Category: % Volume Growth 2019-2024
- Table 22 - Sales of Pet Care by Category: % Value Growth 2019-2024
- Table 23 - NBO Company Shares of Pet Food: % Value 2019-2023

Table 24 - LBN Brand Shares of Pet Food: % Value 2020-2023

Table 25 - NBO Company Shares of Dog and Cat Food: % Value 2019-2023

Table 26 - LBN Brand Shares of Dog and Cat Food: % Value 2020-2023

Table 27 - Penetration of Private Label in Pet Care by Category: % Value 2019-2024

Table 28 - Distribution of Pet Care by Format: % Value 2019-2024

Table 29 - Distribution of Pet Care by Format and Category: % Value 2024

Table 30 - Distribution of Dog and Cat Food by Format: % Value 2019-2024

Table 31 - Distribution of Dog and Cat Food by Format and Category: % Value 2024

Table 32 - Forecast Sales of Pet Food by Category: Volume 2024-2029

Table 33 - Forecast Sales of Pet Care by Category: Value 2024-2029

Table 34 - Forecast Sales of Pet Food by Category: % Volume Growth 2024-2029

Table 35 - Forecast Sales of Pet Care by Category: % Value Growth 2024-2029

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SOURCES

Summary 2 - Research Sources

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