

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

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SOURCES

Summary 1 - Research Sources

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