

# Other Pet Food in Italy

April 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Sales stagnate as economic pressures take their toll on demand
- Frozen fish food finding favour in a challenging market
- Bird food flourishing as owners invest in higher quality options

PROSPECTS AND OPPORTUNITIES

- Innovation expected to be seen in fish food despite falling demand
- Pet humanisation trend encouraging owners to invest in treats and snacks
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