

Dog Food in Italy

April 2024

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Dog Food in Italy - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Dog food sales continue to grow in 2024 despite economic pressures Dog treats and mixers continues to show strong potential Pet humanisation trend encouraging consumers to spend more on dog food

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Dog food set to grow and develop with owners developing increasingly sophisticated tastes and demands Arcaplanet investing in new innovations with demand for wet dog food set to recover Premium dog food set to see further innovations as competition heats up

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