

## **Cat Food in Italy**

Market Direction | 2023-04-28 | 29 pages | Euromonitor

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### **Report description:**

Cat food witnessed moderate growth in retail volume terms in 2022 with significantly stronger growth being seen in current value terms, with this pattern continuing into 2023. This difference is down to the elevated inflation being seen in Italy which has led to price increases across all categories of cat food. With production costs rising, in part due to the impact of Russia's invasion of Ukraine, manufacturers and retailers have been forced to pass these increased costs onto the consumer.

Euromonitor International's Cat Food in Italy report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Cat Treats and Mixers, Dry Cat Food, Wet Cat Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Cat Food market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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