

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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Table of Contents:

Cat Food in Italy
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List Of Contents And Tables

CAT FOOD IN ITALY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cat treats benefiting from heavy investment in new and innovative products

Sustainability remains in focus despite the rising cost of production

Fussy cats ensure healthy demand for premium options

PROSPECTS AND OPPORTUNITIES

Cat treats set to continue thriving with further new product development expected

Private label focusing on offering a wider range of options, including within the mid-priced and premium segments

Bright outlook for cat food with a focus on more sustainable and nutritious products

CATEGORY INDICATORS

Table 1 Cat Owning Households: % Analysis 2018-2023

Table 2 Cat Population 2018-2023

Table 3 Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2018-2023

CATEGORY DATA

Summary 1 Cat Food by Price Band 2023

Table 4 Sales of Cat Food by Category: Volume 2018-2023

Table 5 Sales of Cat Food by Category: Value 2018-2023

Table 6 Sales of Cat Food by Category: % Volume Growth 2018-2023

Table 7 Sales of Cat Food by Category: % Value Growth 2018-2023

Table 8 Sales of Dry Cat Food by Life-Cycle: % Value 2018-2023

Table 9 Sales of Wet Cat Food by Life-Cycle: % Value 2018-2023

Table 10 □NBO Company Shares of Cat Food: % Value 2018-2022

Table 11 □LBN Brand Shares of Cat Food: % Value 2019-2022

Table 12 □LBN Brand Shares of Cat Treats and Mixers: % Value 2019-2022

Table 13 □Distribution of Cat Food by Format: % Value 2018-2023

Table 14 □Forecast Sales of Cat Food by Category: Volume 2023-2028

Table 15 □Forecast Sales of Cat Food by Category: Value 2023-2028

Table 16 □Forecast Sales of Cat Food by Category: % Volume Growth 2023-2028

Table 17 □Forecast Sales of Cat Food by Category: % Value Growth 2023-2028

PET CARE IN ITALY

EXECUTIVE SUMMARY

Pet care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for pet care?

MARKET INDICATORS

Table 18 Pet Populations 2018-2023

MARKET DATA

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Table 19 Sales of Pet Food by Category: Volume 2018-2023
Table 20 Sales of Pet Care by Category: Value 2018-2023
Table 21 Sales of Pet Food by Category: % Volume Growth 2018-2023
Table 22 Sales of Pet Care by Category: % Value Growth 2018-2023
Table 23 NBO Company Shares of Pet Food: % Value 2018-2022
Table 24 LBN Brand Shares of Pet Food: % Value 2019-2022
Table 25 NBO Company Shares of Dog and Cat Food: % Value 2018-2022
Table 26 LBN Brand Shares of Dog and Cat Food: % Value 2019-2022
Table 27 □ Penetration of Private Label in Pet Care by Category: % Value 2018-2023
Table 28 □ Distribution of Pet Care by Format: % Value 2018-2023
Table 29 □ Distribution of Pet Care by Format and Category: % Value 2023
Table 30 □ Distribution of Dog and Cat Food by Format: % Value 2018-2023
Table 31 □ Distribution of Dog and Cat Food by Format and Category: % Value 2023
Table 32 □ Forecast Sales of Pet Food by Category: Volume 2023-2028
Table 33 □ Forecast Sales of Pet Care by Category: Value 2023-2028
Table 34 □ Forecast Sales of Pet Food by Category: % Volume Growth 2023-2028
Table 35 □ Forecast Sales of Pet Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 2 Research Sources

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