

Dog Food in Italy

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

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Report description:

Dog treats and mixers was the most dynamic category in dog food in retail volume terms in 2022 and this pattern looks set to continue through 2023. While these products have been impacted by the inflation demand has remained strong. Until a few years ago, the sale of these products was mainly linked to brand awareness and packaging with dog treats seen as a snack rather than an important element of the dog's diet in terms of nutritional intake. However, since the pandemic, the situation has chan...

Euromonitor International's Dog 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: Dog Treats and Mixers, Dry Dog Food, Wet Dog 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 Dog 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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