

Other Pet Food in Italy

Market Direction | 2023-04-28 | 24 pages | Euromonitor

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Report description:

Inflationary pressures enabled other pet food to see relatively strong growth in current value terms in 2022, although in retail volume terms growth was only moderate, with a similar trend continuing in 2023. This is a relatively category compared to dog and cat food. Nonetheless, companies operating within other pet food have greatly enriched their offer to meet the growing demands of consumers, who are increasingly interested in products with higher quality standards.

Euromonitor International's Other Pet 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: Bird Food, Fish Food, Small Mammal/Reptile 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 Other Pet 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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