

Cat Food in Italy

Market Direction | 2024-04-24 | 29 pages | Euromonitor

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Report description:

Sales of cat food recorded moderate volume growth across all categories in 2023. This was accompanied by strong growth in current value terms which was largely the result of elevated inflation and price increases introduced by retailers and companies during the year. Although inflation has stabilised in 2024 the category has continued to see a similar growth path in retail volume terms, while value growth has slowed as price increases within cat food have been more modest.

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 2019-2023, 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 2028 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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Cat treats full of potential with an ever-expanding variety of options
Private label expanding into offering higher quality cat food recipes

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