

Cat Care in Italy

Industry Report | 2025-09-04 | 46 pages | MarketLine

AVAILABLE LICENSES:

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

Report description:

Cat Care in Italy

Summary

Cat Care in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The cat care market includes retail sales of cat food, cat litter, cat treats & milk, and cat toys. The cat food segment covers dry cat food, kitten food, and moist cat food. The cat litter segment includes silica-based litters, clumping clay litter, and non-clumping clay litters. The cat treats & milk segment includes softy treats, crunchy treats, dehydrated fish or meat treats, dental treats, etc. The cat milk segment covers powdered cat milk formulas, flavored cat milk drinks, etc. The market is valued according to retail selling price (RSP) and includes any applicable taxes.
- The Italian cat care market recorded revenues of \$2,219.7 million in 2024, representing a compound annual growth rate (CAGR) of 6.8% between 2019-24.
- The cat food segment accounted for the market's largest proportion in 2024, with total revenues of \$1,980.9 million, equivalent to 89.2% of the market's overall value.
- The Italian cat care market grew at a healthy rate between 2019-24 due to rising cat ownership and changing consumer attitudes. For example, according to the European Pet Food Industry Federation (FEDIAF), in 2024, approximately 22% of Italian households owned at least one cat.

Scope

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the cat care market in Italy
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the cat care market in Italy
- Leading company profiles reveal details of key cat care market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Italy cat care market with five year forecasts

Reasons to Buy

- What was the size of the Italy cat care market by value in 2024?
- What will be the size of the Italy cat care market in 2029?
- What factors are affecting the strength of competition in the Italy cat care market?
- How has the market performed over the last five years?
- What are the main segments that make up Italy's cat care market?

Table of Contents:

Table of Contents

1 Executive Summary

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market share
- 1.6. Market rivalry
- 1.7. Competitive landscape

2 Market Overview

- 2.1. Market definition
- 2.2. Market analysis

3 Market Data

- 3.1. Market value

4 Market Segmentation

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 Market Outlook

- 5.1. Market value forecast

6 Five Forces Analysis

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 Competitive Landscape

- 7.1. Market share
- 7.2. Who are the leading players in the Italian cat care market?
- 7.3. Which companies have been most successful in increasing their market shares during 2019-24?

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 7.4. Which companies market shares have suffered during 2019-24?
- 7.5. What are the most popular brands in the Italian cat care market?
- 8 Company Profiles
 - 8.1. Nestle SA
 - 8.2. Mars Inc
 - 8.3. Colgate-Palmolive Co
 - 8.4. Bolton Group BV
- 9 Macroeconomic Indicators
 - 9.1. Country data
- 10 Appendix
 - 10.1. Methodology
 - 10.2. Industry associations
 - 10.3. Related MarketLine research
 - 10.4. About MarketLine

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Cat Care in Italy

Industry Report | 2025-09-04 | 46 pages | MarketLine

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single user licence (PDF)	\$350.00
	Site License (PDF)	\$525.00
	Enterprisewide license (PDF)	\$700.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-02-07
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com