

Dog Care in Italy

Industry Report | 2025-09-04 | 45 pages | MarketLine

AVAILABLE LICENSES:

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

Report description:

Dog Care in Italy

Summary

Dog Care in Italy industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 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 dog care market includes retail sales of dog chews & treats, dog food, and dog toys. The dog chews & treats segment covers rawhide chews, natural animal part chews, dental chews, pressed bone chews, jerky treats, functional treats, soft & chewy treats, freeze-dried treats, etc. Dog food segment includes dry dog food, moist dog food, and puppy food. Dog toys segment covers plush & soft toys, tug toys, fetch & retrieval toys, chew toys, water toys, etc. The market is valued according to retail selling price (RSP) and includes any applicable taxes.
- The Italian dog care market recorded revenues of \$2,047.6 million in 2024, representing a compound annual growth rate (CAGR) of 6.4% between 2019-24.
- The dog food segment accounted for the market's largest proportion in 2024, with total revenues of \$1,880.5 million, equivalent to 91.8% of the market's overall value.
- The Italian dog care market grew at a healthy pace during 2019-24, primarily due to an increase in disposable income among the population. This financial flexibility allowed pet owners to spend more on their dogs' care.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the dog care

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

market in Italy

- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the dog care market in Italy
- Leading company profiles reveal details of key dog care market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Italy dog care market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the Italy dog care market by value in 2024?
- What will be the size of the Italy dog care market in 2029?
- What factors are affecting the strength of competition in the Italy dog care market?
- How has the market performed over the last five years?
- Who are the top competitors in Italy's dog 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 dog care market?

7.3. Which companies have been most successful in increasing their market shares during (2019-24)?

7.4. Which companies market shares have suffered in the last 5 years (2019-24)?

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 7.5. What are the most popular brands in the Italian dog care market?
- 7.6. What have been the most significant developments in the Italian dog care market during 2024?
- 8 Company Profiles
 - 8.1. Mars Inc
 - 8.2. Nestle SA
 - 8.3. Colgate-Palmolive Co
 - 8.4. Agrolimen S.A.
- 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

Dog Care in Italy

Industry Report | 2025-09-04 | 45 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	2026-02-19
		Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com