

## **Pet Healthcare in Italy**

Industry Report | 2025-09-11 | 37 pages | MarketLine

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### **Report description:**

Pet Healthcare in Italy

#### Summary

Pet Healthcare 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 pet healthcare market includes retail sales of worming treatments, grooming products, pet supplements, external parasite treatments, and others. The scope of others includes dog dental products, fish & rodent health care products, other cat healthcare products, other cross-segment products, and other dog healthcare products. The market is valued according to retail selling price (RSP) and includes any applicable taxes.
- The Italian pet healthcare market recorded revenues of \$909.4 million in 2024, representing a compound annual growth rate (CAGR) of 2.6% between 2019-24.
- Market consumption volume increased with a CAGR of 1.7% between 2019-24, reaching a total of 109.2 million units in 2024.
- The Italian pet healthcare market experienced moderate growth during the review period (2019-24) due to increasing pet ownership, shifting social dynamics, and heightened awareness of animal welfare.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the pet healthcare market in Italy
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the pet healthcare market in

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## Italy

- Leading company profiles reveal details of key pet healthcare market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Italy pet healthcare market with five year forecasts

## Reasons to Buy

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

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