

# Nestlé Purina PetCare Italia SpA in Pet Care (Italy)

<https://marketpublishers.com/r/NE1287E65DEEN.html>

Date: January 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: NE1287E65DEEN

## Abstracts

Nestle Purina PetCare Italia's strategy will aim to maintain its leading position through innovation in strong growth categories, such as dry dog and cat food, where it has successful brands, such as Purina Beneful and the super-premium, Purina ONE. Therapeutic dog and cat food, with its Purina Veterinary Diets line, will also represent an area of potential growth, although they are not recognised as reliable and excellent as other competitive brands, such as Perfect Fit by Mars Italia Spa or...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Pet Food, Pet Products.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Pet Care 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.

## Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Indicators

Table 1 Other Pet Population 2008-2013

Category Data

Table 2 Sales of Other Pet Food by Category: Volume 2008-2013

Table 3 Sales of Other Pet Food by Category: Value 2008-2013

Table 4 Sales of Other Pet Food by Category: % Volume Growth 2008-2013

Table 5 Sales of Other Pet Food by Category: % Value Growth 2008-2013

Table 6 LBN Brand Shares of Bird Food: % Value 2009-2012

Table 7 LBN Brand Shares of Fish Food: % Value 2009-2012

Table 8 LBN Brand Shares of Small Mammal/Reptile Food: % Value 2009-2012

Table 9 Forecast Sales of Other Pet Food by Category: Volume 2013-2018

Table 10 Forecast Sales of Other Pet Food by Category: Value 2013-2018

Table 11 Forecast Sales of Other Pet Food by Category: % Volume Growth 2013-2018

Table 12 Forecast Sales of Other Pet Food by Category: % Value Growth 2013-2018

Executive Summary

Rise in Pet Ownership and Shift Towards Prepared Pet Food

Premiumisation Driving Value Sales

International Manufacturers in the Lead

Modern Grocery Retailers Increasing Their Offer of Pet Care Products

Strong Performance Expected Over the Forecast Period

Key Trends and Developments

Westernisation Trend Having A Positive Impact on Pet Care

Attitudes Towards Pet Ownership Slowly Changing

Modern Grocery Retailers Gaining Share Towards the End of the Review Period

International Manufacturers Lead Pet Care

Market Indicators

Table 13 Pet Populations 2008-2013

Market Data

Table 14 Sales of Pet Food by Category: Volume 2008-2013

Table 15 Sales of Pet Care by Category: Value 2008-2013

Table 16 Sales of Pet Food by Category: % Volume Growth 2008-2013

Table 17 Sales of Pet Care by Category: % Value Growth 2008-2013

Table 18 NBO Company Shares of Pet Food: % Value 2008-2012

Table 19 LBN Brand Shares of Pet Food: % Value 2009-2012

Table 20 NBO Company Shares of Dog and Cat Food: % Value 2008-2012

Table 21 LBN Brand Shares of Dog and Cat Food: % Value 2009-2012

Table 22 Penetration of Private Label in Pet Care by Category: % Value 2006-2011

Table 23 Distribution of Pet Care by Format: % Value 2008-2013

Table 24 Distribution of Pet Care by Format and Category: % Value 2012

Table 25 Distribution of Dog and Cat Food by Format: % Value 2008-2013

Table 26 Distribution of Dog and Cat Food by Format and Category: % Value 2013

Table 27 Forecast Sales of Pet Food by Category: Volume 2013-2018

Table 28 Forecast Sales of Pet Care by Category: Value 2013-2018

Table 29 Forecast Sales of Pet Food by Category: % Volume Growth 2013-2018

Table 30 Forecast Sales of Pet Care by Category: % Value Growth 2013-2018

Definitions

Sources

Summary 1 Research Sources

## I would like to order

Product name: Nestlé Purina PetCare Italia SpA in Pet Care (Italy)

Product link: <https://marketpublishers.com/r/NE1287E65DEEN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/NE1287E65DEEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970