

## Pet Products - Italy

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In 2010, the pet products sector is expected to continue to be characterised by increasing demand for healthcare products – mostly flea/tick treatments in both cats and dogs and worms in cats – while accessories will see the launch of innovative products.

Euromonitor International's Pet Products 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 2005-2009, 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 2014 illustrate how the market is set to change.

**Product coverage:** Cat Litter, Other Pet Products, Pet Dietary Supplements, Pet Healthcare.

**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 industry;
- 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

### Table of Content

Executive Summary  
Polarised Demand  
Rising Popularity of Large-sized Dogs  
Domestic Players Successfully Innovate in 2009  
Non-grocery Channels Increasing Presence in Pet Care Distribution  
Positive Forecast  
Key Trends and Developments  
Private Label Growth  
Shift Towards Industrially-prepared Food  
the 'humanisation' of Pets

## Who Is Benefiting From Polarised Demand?

Distribution Trends

Market Indicators

Table 1 Pet Populations 2005-2010

Market Data

Table 2 Sales of Pet Care by Category: Volume 2005-2010

Table 3 Sales of Pet Care by Category: Value 2005-2010

Table 4 Sales of Pet Care by Category: % Volume Growth 2005-2010

Table 5 Sales of Pet Care by Category: % Value Growth 2005-2010

Table 6 Pet Food Company Shares 2005-2009

Table 7 Pet Food Brand Shares 2006-2009

Table 8 Dog and Cat Food Company Shares 2005-2009

Table 9 Dog and Cat Food Brand Shares 2006-2009

Table 10 Penetration of Private Label by Category 2005-2009

Table 11 Sales of Pet Care by Category and Distribution Format: % Analysis 2010

Table 12 Sales of Dog and Cat Food Food by Distribution Format: % Analysis 2010

Table 13 Forecast Sales of Pet Care by Category: Volume 2010-2015

Table 14 Forecast Sales of Pet Care by Category: Value 2010-2015

Table 15 Forecast Sales of Pet Care by Category: % Volume Growth 2010-2015

Table 16 Forecast Sales of Pet Care by Category: % Value Growth 2010-2015

Definitions

Summary 1 Research Sources

Giuntini SpA

Strategic Direction

Key Facts

Summary 2 Giuntini SpA: Key Facts

Summary 3 Giuntini SpA: Operational Indicators

Company Background

Production

Summary 4 Giuntini SpA: Production Statistics 2009

Competitive Positioning

Summary 5 Giuntini SpA: Competitive Position 2009

Hill's Pet Nutrition SpA

Strategic Direction

Key Facts

Summary 6 Hill's Pet Nutrition SpA: Key Facts

Company Background

Production

Competitive Positioning

Summary 7 Hill's Pet Nutrition SpA: Competitive Position 2009

Mars Italia SpA

Strategic Direction

Key Facts

Summary 8 Mars Italia SpA: Key Facts

Summary 9 Mars Italia SpA: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 10 Mars Italia SpA: Competitive Position 2009

Maxi Zoo Italia SpA

Strategic Direction

Key Facts

Summary 11 MaxiZoo Italia SpA: Key Facts

Summary 12 MaxiZoo Italia SpA: Operational Indicators

Company Background

Monge & C SRL  
Strategic Direction  
Key Facts  
Summary 13 Monge & C Srl: Key Facts  
Company Background  
Production  
Summary 14 Monge & C Srl: Production Statistics 2009  
Competitive Positioning  
Summary 15 Monge & C Srl: Competitive Position 2009  
Morando SpA  
Strategic Direction  
Key Facts  
Summary 16 Morando SpA: Key Facts  
Company Background  
Production  
Summary 17 Morando SpA: Production Statistics 2009  
Competitive Positioning  
Summary 18 Morando SpA: Competitive Position 2009  
Nestlé Purina Pet Care Italia SpA  
Strategic Direction  
Key Facts  
Summary 19 Nestlé Purina Pet Care Italia SpA: Key Facts  
Summary 20 Nestlé Purina Pet Care Italia SpA: Operational Indicators  
Company Background  
Competitive Positioning  
Summary 21 Nestlé Purina Pet Care Italia SpA: Competitive Position 2009  
Headlines  
Trends  
Competitive Landscape  
Prospects  
Category Data  
Table 17 Sales of Pet Products by Type: Value 2005-2010  
Table 18 Sales of Pet Products by Type: % Value Growth 2005-2010  
Table 19 Sales of Healthcare Products by Type: % Value Breakdown 2005-2010  
Table 20 Forecast Sales of Pet Products by Type: Value 2010-2015  
Table 21 Forecast Sales of Pet Products by Type: % Value Growth 2010-2015

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