

# Dog Care in Italy - Market Summary, Competitive Analysis and Forecast to 2024

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## Abstracts

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### SUMMARY

Dog Care in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2015-19, and forecast to 2024). 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 consists of retail sales of dog food, dog chews & treats, and dog toys. The dog food segment consists of dry dog food, moist dog food and puppy food. The dog chews & treats segment consist of dog chews (edible or hide-based dog products designed to promote dental health through chewing) and other dog treats (all other healthy and/or sweet snacks and treats sold specifically for consumption by domestic dogs). The dog toys segment consists of non-food items bought for dogs to play or exercise with, such as fetch toys, rubber bones and squeaky toys. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2019 exchange rates.

The Italian Dog care market had total revenues of \$1,130.2m in 2019, representing a compound annual growth rate (CAGR) of 4.1% between 2015 and 2019.

Market consumption volume increased with a CAGR of 0.9% between 2015-2019, to reach a total of 357.8 million kg in 2019.

The performance of the market is forecast to decelerate, with an anticipated CAGR of 3.8% for the five-year period 2019 - 2024, which is expected to drive the market to a value of \$1,364.1m by the end of 2024.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the dog care 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 2019?

What will be the size of the Italy dog care market in 2024?

What factors are affecting the strength of competition in the Italy dog care market?

How has the market performed over the last five years?

What are the main segments that make up Italy's dog care market?

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