

# Pet Food Market in Italy 2022

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## Abstracts

Pet food is animal feed intended for consumption by pets. Typically sold in pet stores and supermarkets, it is usually specific to the type of animal, such as dog, cat, as well as bird food or fish. A study by StrategyHelix indicates that the pet food market in Italy is expected to increase by US\$ 1.1 billion from 2022 to 2028, garnering a CAGR of 4.3% during the forecast period. Pets provide well-being benefits for people because humans imbue these animals with socially-supportive attributes, that in turn, psychologically translate into experiencing social support from them. Nowadays, the majority of dog and cat owners report that their pet is a family member just like anyone else. The humanization of pets is the main driver for the pet food market. With this increase in humanization, pets are being treated with more care and hygiene, which has increased consumer demand for high-quality pet food products.

The report provides up-to-date market size data for period 2018-2021 and forecast to 2028 covering key market aspects like sales value and volume for pet food. The Italy pet food market is segmented on the basis of product, pricing, and retail channel. Based on product, the pet food market in Italy is categorized into cat food, dog food, others. On the basis of pricing, the pet food market in Italy has been segmented into economy pet food, premium pet food. In Italy, the economy pet food segment made up the largest share of the pet food market. By retail channel, the pet food market in Italy has been segmented into e-commerce, pet specialty stores, supermarkets and hypermarkets, veterinary clinics, others.

The dog food market is further segmented into dry dog food, mixers & treats, and wet dog food. In 2021, the dry dog food segment made up the largest share of revenue generated by the pet food market. Furthermore, the cat food market has been categorized into dry cat food, mixers & treats, and wet cat food. Among these, the dry cat food segment was accounted for the highest revenue generator in 2021. The other pet food market is further divided into bird food, fish food, and others.

The Italy pet food market is highly competitive. Top players covered in Italy Pet Food Market Study are Nestle S.A., Mars Incorporated, Colgate-Palmolive Company, Monge & C. S.p.a., Agras Delic spa, The Bolton Group, Agrolimen SA, Almo Nature S.p.A. (Fondazione Capellino), Pets Choice Limited (Bob Martin), Morando S.p.A., Spectrum Brands Holdings Inc., Vitakraft pet care GmbH & Co. KG, Nova Foods S.R.L., Sanypet SpA, Agrifarma S.p.A. Competitive landscape gives a description of the competitive nature of the pet food market in Italy and a description of the leading companies. Key financial deals which have shaped the market in recent years are identified.

### Report Scope

Product: cat food, dog food, others

Pricing: economy pet food, premium pet food

Retail channel: e-commerce, pet specialty stores, supermarkets and hypermarkets, veterinary clinics, others

Years considered: this report covers the period 2018 to 2028

Company mentioned: Nestle S.A., Mars Incorporated, Colgate-Palmolive Company, Monge & C. S.p.a., Agras Delic spa, The Bolton Group, Agrolimen SA, Almo Nature S.p.A. (Fondazione Capellino), Pets Choice Limited (Bob Martin), Morando S.p.A., Spectrum Brands Holdings Inc., Vitakraft pet care GmbH & Co. KG, Nova Foods S.R.L., Sanypet SpA, Agrifarma S.p.A.

### Key Benefits for Stakeholders

Get a comprehensive picture of the Italy pet food market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Others

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Pet specialty stores  
Supermarkets and hypermarkets  
Veterinary clinics  
Others

### **PART 6. KEY COMPANIES**

Nestle S.A.  
Mars, Incorporated  
Colgate-Palmolive Company  
Monge & C. S.p.a.  
Agras Delic spa  
The Bolton Group  
Agrolimen SA

Almo Nature S.p.A. (Fondazione Capellino)

Pets Choice Limited (Bob Martin)

Morando S.p.A.

Spectrum Brands Holdings, Inc.

Vitakraft pet care GmbH & Co. KG

Nova Foods S.R.L.

Sanypet SpA

Agrifarma S.p.A.

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