

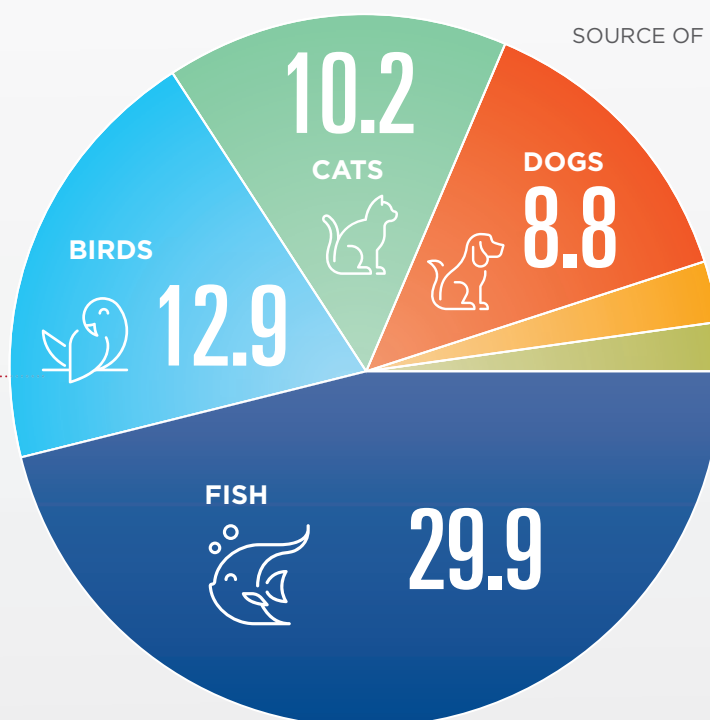
2023 ASSALCO - ZOOMARK REPORT

PETS: POPULATION AND MARKET

FIGURES ARE IN
MILLIONS OF EURO

PET POPULATION IN ITALY IN 2022

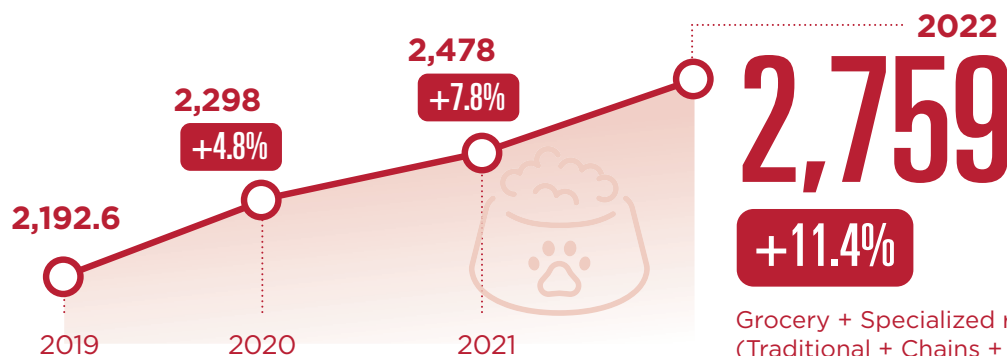
65
MILLION



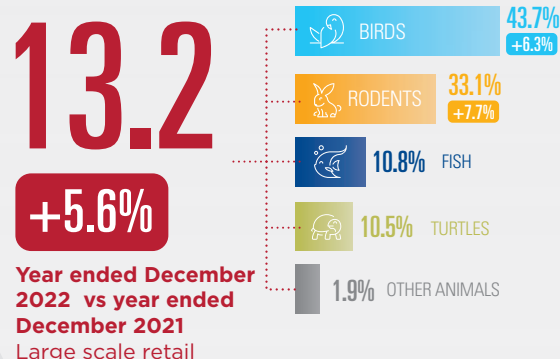
MARKET IN ITALY IN 2022

FOOD PRODUCTS DOG AND CAT

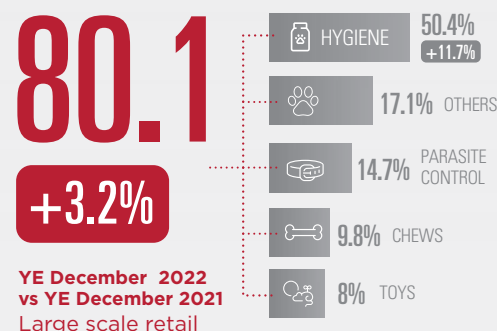
SOURCE OF DATA: CIRCANA



FOOD FOR SMALL COMPANION ANIMALS



ACCESSORIES EXCLUDING CAT LITTER



CAT LITTER



Notes on infographic

Large scale retail: Hypermarkets + Supermarkets + small ind.
Grocery: GDO + Discount + traditional retail

Circana Panel: represents l'Isola dei Tesori, Maxi Zoo, Croce Azzurra, Italpet, Zoo Megastore, Agrizoo2. Arcaplanet, Fauna Food and Zoomarket are not included

Supermarket Petshops: Specialized stores belonging to a Leader panel of 106 stores: Amici di Casa Coop, Petstore Conad, Animali Che Passione, Joe Zampetti, Pet Elite e Ayoka (Vegè Multicedi).



ASSALCO
Associazione Nazionale Imprese
per l'Alimentazione e la Cura
degli Animali da Compagnia



An event by
Bologna Fiere Group