



## BOLOGNAFIERE - ITALY 9-12 MAGGIO/MAY 2013

### PRESS RELEASE

#### THE OTHER HALF OF THE MARKET: NON-FOOD PRODUCTS FOR PETS

*The results of the first research into the comfort sector of non-food products has been undertaken by Zoomark, the International Exhibition of products and accessories for pets organised by BolognaFiere (the 15th edition takes place in Bologna from 9th to 12th May 2013). The survey, focusing on petshops, highlights their changing role and presents the products driving non-food pet marketing.*

*Dogs are the main target market, dog leads the products most sold (43,6%). In second place pet clothing (28%) with high-level products driving sales in the petshops focused on non-food products*

*Bologna, November 2012*

The non-food products for pets such as accessories, hygiene and beauty products, clothing, toys **start being noticed by the market in the year 2000. And in fact this is the year of the boom in petshops** that using their market knowledge and capability put themselves forward as the specialists in the pet world. 6 out of 10 of the shops consulted as part of the research in fact started their activity after this date.

**From 2010 onwards though the choice to focus on non-food products is clear**, confirming the fact that pets are occupying an ever more important role within the Italian family who dedicates more care and attention to all aspects of their well-being. **38% of shops opened after 2010 in fact declare an incidence of over 40% of sales of these products (compared to an average incidence of 34%).**

**Dogs are the main target market (96,2%)**, followed by cats (94,8%). Then small mammals (84,6%), birds (81,2%), fish (75,4%), reptiles, tortoises and amphibians (70,9%) and rabbits (58,7%). **One out of three shops says it dedicates 50% of its stock to dog products and the percentage increases in those opened after 2010.**

**Dog-leads are the products most sold (43,6%)** Of particular note, if the lead is bought in a pet shop where non-food products prevail, then it's the quality of the materials used to determine the purchase (81,5%) in other cases it's the price to determine the choice (73,1%).

**Clothing is in second place (28%). Followed by accessories and furnishings (17,1%) kennels and pet transporters (6,3%).**

In general the factors most influencing the purchase of **clothing products** are, in first place, price (77,3%), followed by how practical it is (71,5%) and, less important, the quality of the materials used (55,4%) and its usefulness (51,9%). **Interesting though the phenomenon of high level clothing, an important indicator of a changing trend in this market.** In 51,7% of shops interviewed, these products represent up to 10% of the stock on offer, but considering only **the pet shops opened after 2010 and clearly oriented towards non-food products, 23,4% of those interviewed said that sales of high level products are over 50%.**

**Quality** is priority in the choice of hygiene and beauty products (74,2%) followed by **effectiveness** (61%) and **price** (48,3%).

**Sales of cat products are focused on cat trays and toilet products** (50,7% of those interviewed) and accessories and furnishings (41,4%).

**According to those interviewed** about the market for non-food products, it's a market that will hold despite the economic crisis: 41,2% of interviewees says it is a "stable" market. Pet shop owners who have opened their businesses recently are even more optimistic: 31% say it's a market that is growing.

*Summary of the research as well as the full report can be found online at [www.zoomark.it](http://www.zoomark.it)*

## **MARKET DATA**

### **Number of pets: 60 million**

7 million dogs, 7,400,000 cats, 2 million small mammals, 1 million tortoises, reptiles, amphibians, 30 million fish and 13 million birds

### **Estimated total market value: 3.4 million euro**

1.7 million euro pet food sector

1.7 million euro non-food sector (pet comfort + pet care)

### **Pet product intermediaries: 63,000 people**

Specialist shops and chains, industry, wholesalers, importers, sales teams, veterinary practices, garden centres, big distribution, game hunting & fishing shops.

Zoomark International is an event organised by BolognaFiere with the secretariat and commercial sales office run by Piesse S.r.l

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