



Press Office

## **PET FOOD: ITALIAN MARKET WORTH ALMOST 2 BILLION EUROS THE PRESENTATION OF THE 10<sup>TH</sup> ASSALCO ZOOMARK REPORT**

**Revenues increasing for cat and dog food (+2.7%)  
All set at BolognaFiere for the 17<sup>th</sup> edition of “Zoomark International”**

The pet food market in Italy concluded 2016 with a business volume of 1.971 million euros (an increase of 2.7% compared with the previous year) and sales of 559,200 tonnes (+1.3%) of cat and dog food, which represent the main segments of the sector. This market serves a significant population of pets. In total there are over 60 million pets in Italy including an estimated 7 million dogs, approximately 7.5 million cats, almost 30 million fish, 12.9 million birds, 1.8 million small mammals (including rodents and rabbits) and 1.3 million reptiles. This data is contained in the 10<sup>th</sup> edition of the Assalco Zoomark Report, the annual report on pet ownership, which will be presented on the 11<sup>th</sup> May at the opening of Zoomark International 2017, the international B2B event for the sectors of pet food and pet care, organized by BolognaFiere. The 17<sup>th</sup> edition of the event will be taking place until 14<sup>th</sup> May at the Bologna Exhibition Centre.

The Report, which has been compiled by Assalco (National Association of businesses involved in the pet food and pet care sectors) and Zoomark International, with the contribution of IRI Information Resources and ANMVI (the National Association of Italian Veterinary Doctors) highlighted how the market for cat and dog food continues to demonstrate its vitality, registering a rate of growth higher than average for mass packaged goods. Between 2013 and 2016 the market expanded with annual growth of around +3.2%. The market for cat food makes up 53.2% of the total market (grocery +traditional pet shops + chains) in terms of revenues, worth 1.048 million euros with a volume of 250.306 tonnes. Dog food represents, however, 46.8% of the total market, equal to 923 million euros. In 2016 there were increases for all of the main segments for both cat and dog food (moist, dry, snacks and treats). In particular, products such as snacks and treats enjoyed double figure growth (+10.3%) underlining their status as the most dynamic segment. Recorded separately were the food products for other types of pet, which make up revenues in grocery retail of just over 16.1 million euros, confirming the positive trend experienced last year.

The market for accessories (cleaning products, games, leads, beds, bowls, birdcages, cages, aquariums, terrariums and various equipment), sold in grocery retail, continued to grow in 2016 (+6% in value and +7% in volume) with a business volume equal to 72.3 million euros. The positive trend for the category was led in particular by products for animal hygiene (shampoo, brushes, deodorants and grooming products), which grew by +27.4% in value compared with 2015, followed by toys (+10.1%) and anti-parasite products (+3.5%). Also growing is the market for litter trays (+3.7% in value) for a business volume of 67.4 million euros in grocery retail.



**ZOOMARK 2017**  
INTERNATIONAL



Con il patrocinio di



“The data that we have presented in the Assalco-Zoomark Report 2017 that shows the constant growth of this market,” commented Gianmarco Ferrari, President of Assalco, “rewards’ the efforts of the industry that has invested in research and innovation in order to meet, in an increasingly targeted way, the requirements of pet ownership. Industrial foods, safe, formulated by expert nutritionists and differentiated based on the age, breed and lifestyle of the particular pet, today play a fundamental role in the wellbeing and health of our pets.”

“The tenth Assalco-Zoomark Report,” announced Antonio Bruzzone, General Manager of BolognaFiere, “further highlights the importance and the potential of the pet sector, as is demonstrated also by the expansion of the event, which each edition has seen increases both in the number of exhibitors and professional operators in attendance with a high number of participants arriving from outside Italy. Zoomark International is a key moment for this sector, those attending the event can present and learn about the latest innovations and products of an industry that has a strong focus on research.”

The Assalco-Zoomark Report 2017 will be available from 11<sup>th</sup> May at [www.zoomark.it](http://www.zoomark.it) e [www.assalco.it](http://www.assalco.it).

Bologna, 11<sup>th</sup> May 2017

---

**Zoomark International**, is Europe's leading biennial fair (held in odd-numbered years) and is organized by BolognaFiere. The previous edition in 2015 involved 615 exhibitors, of which 394 came from overseas. Visitor numbers reached a total of 22,299, of which 15,526 were Italian buyers and 6,773 foreign buyers (+15% compared with the previous edition in 2013) from 85 different countries. Further information is available at [www.zoomark.it](http://www.zoomark.it).

**ASSALCO** - the National Association for companies involved in the sector for pet food and pet care, represents the main companies in these sectors operating in Italy. The companies that belong to the association today represent almost the entire national market for pet food. On a European level ASSALCO belongs to FEDIAF, the European Pet Food Industry Federation.

**Zoomark International 2017**

**Press Office**

Mediarkè srl

tel. +39 06 45476584

[zoomark.ufficiostampa@mediarke.it](mailto:zoomark.ufficiostampa@mediarke.it)

**ASSALCO**

**Press Office**

Silvia Colleoni / Martina Balconi

Cohn & Wolfe

tel. +39 02 20239.1

[silvia.colleoni@cohnwolfe.com](mailto:silvia.colleoni@cohnwolfe.com)

[martina.balconi.ce@cohnwolfe.com](mailto:martina.balconi.ce@cohnwolfe.com)

**BolognaFiere SpA**

**Press Office**

Gregory Picco

tel: +39 051 282862

[gregory.picco@bolognafiere.it](mailto:gregory.picco@bolognafiere.it)