



Photo: TuiBui, Pixabay

The number of cats in Italian households has increased disproportionately.

Italian growth market

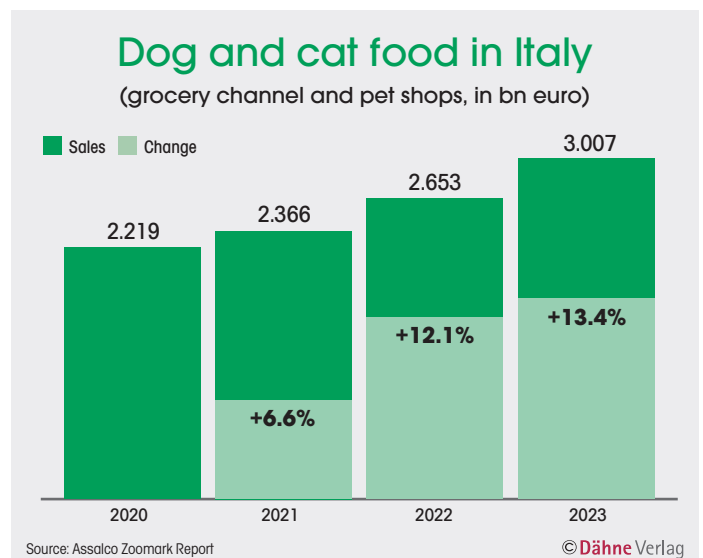
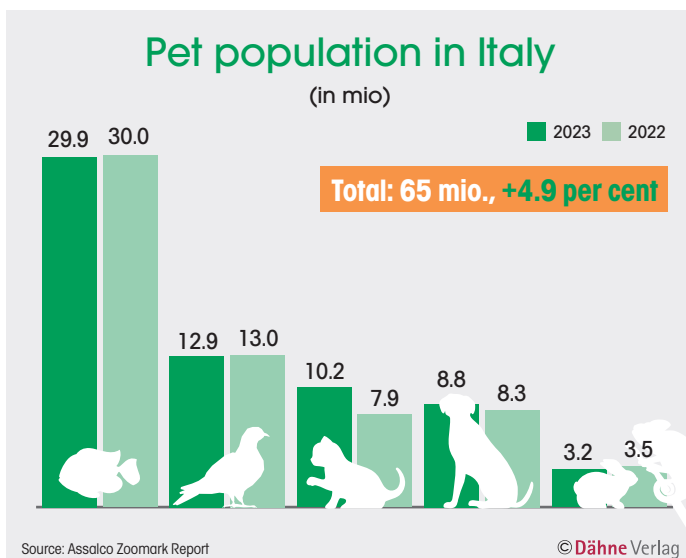
65 million pets lived in Italy in 2023 and the market for dog and cat food grew by 13.4 per cent. These are two of the findings from the latest Assalco Zoomark Report.

2023 was a difficult year for consumer goods in Italy. Supply prices rose by 9.7 per cent, undermining the purchasing power

of Italian households. Nevertheless, the market for dog and cat food in grocery stores and pet shops recorded a turnover of

more than 3 bn euros and 673 153 tonnes sold.

The wet food segment was the most important at 1.467 bn



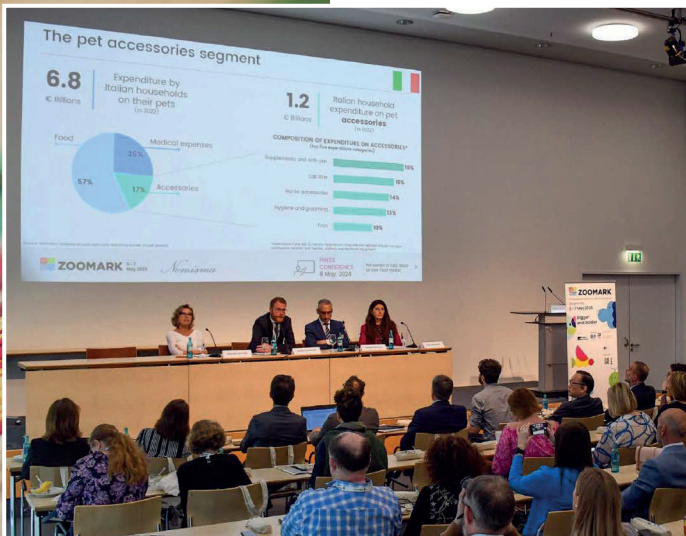


Photo: Zoomark

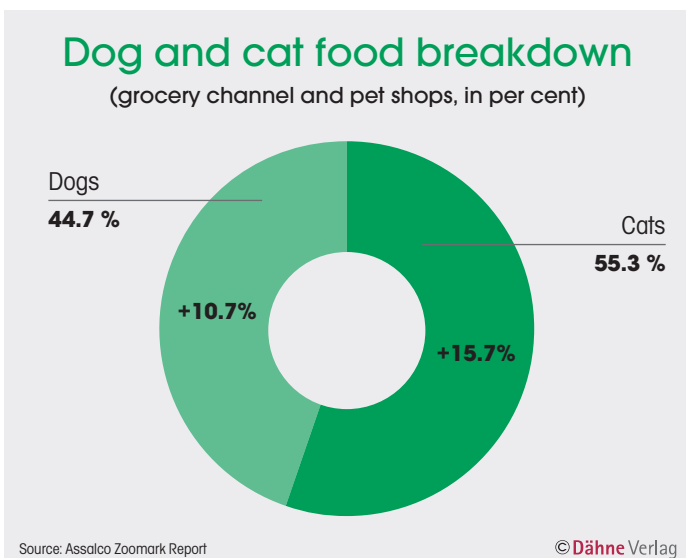
The latest figures were presented at the press conference at Interzoo.

euros (market share: 54.4 per cent). Turnover rose by 13.4 per cent and volume by 1.1 per cent. The pet shop chains and large retail pet stores recorded strong growth in this segment with double-digit increases (wet dog food: 18.8 per cent; wet cat food: 18 per cent).

The dry food segment generated 1.227 bn euros and achieved a share of 40.8 per cent. Of this, 22.9 per cent was

accounted for by dry dog food and 17.9 per cent by dry cat food. Traditional pet shops recorded growth of 6.1 per cent in both segments, albeit with different volume dynamics. While dry cat food declined in terms of volume, sales of dry dog food remained the same.

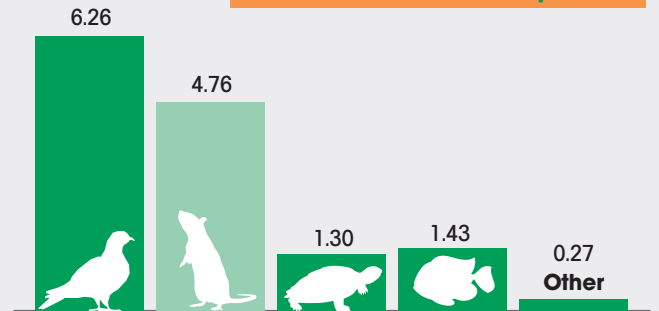
The treat market showed positive momentum, particularly in terms of value (+13 per cent), while growth in volume slowed



Market for small animal food

(grocery channel and pet shops, in mio euros)

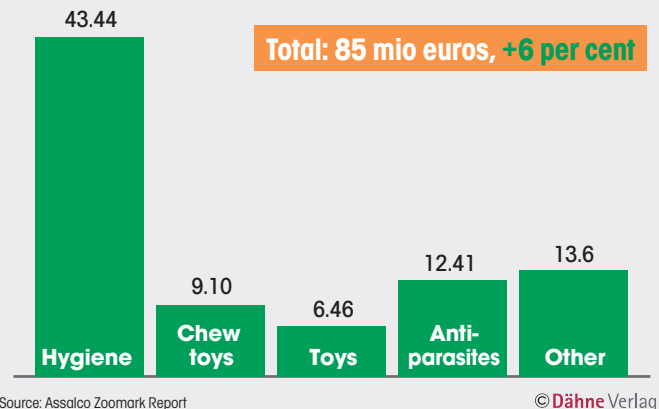
Total: 14 mio euros, +5.8 per cent



Pet accessories market

(grocery channel and pet shops, in mio euros)

Total: 85 mio euros, +6 per cent



(+0.5 per cent). Cat treats recorded double-digit growth in value and volume. This contributed to the positive development of the treat segment. In food retail, cat treats grew by 26.3 per cent in value and dog treats by 11.1 per cent. In large-scale pet shops, dog and cat treats recorded double-digit growth of 16.5 per cent and 18.2 per cent respectively. In traditional pet shops, dog treats declined in terms of value and volume, while cat treats recorded growth of 8.1 per cent.