

+1 MILLION households BUYING FOOD FOR CATS AND DOGS

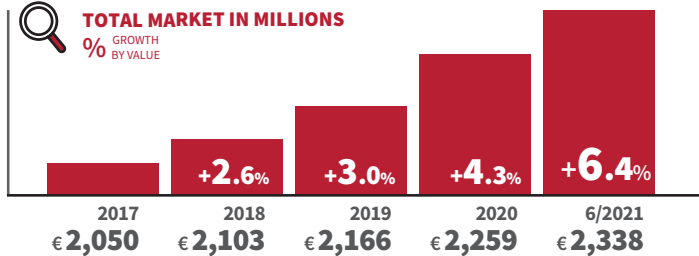
Food

Cat and dog

TURNOVER JUNE 2021

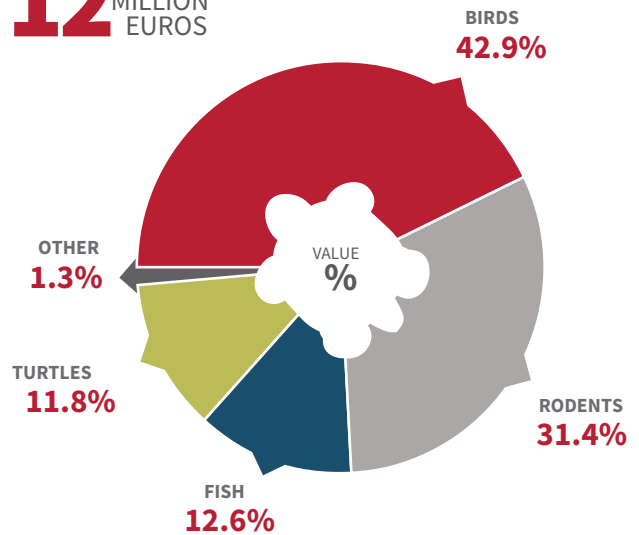
2,338 MILLION EUROS **+6.4%**

MAIN CHANNELS GROCERY², TRADITIONAL PETSHOPS AND PETSHOP CHAINS³



Small pets

12 MILLION EUROS



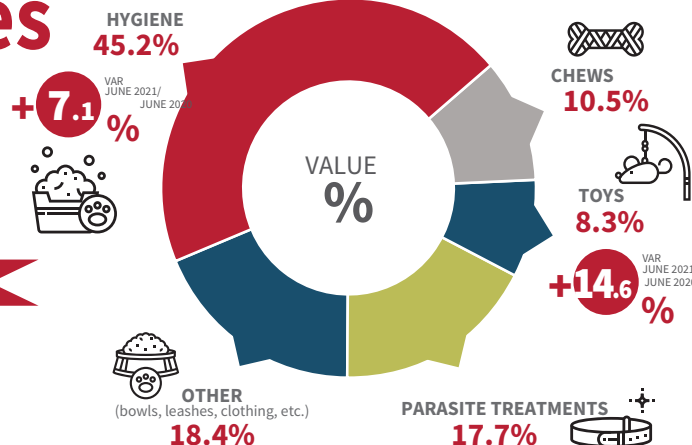
TURNOVER IN LARGE SCALE RETAILS¹

Accessories

75.1 MILLION EUROS

(cat litters not included)

TURNOVER IN LARGE SCALE RETAILS¹



Cat litter products

78.3 MILLION EUROS

+4.6% (VAR JUNE 2021/ JUNE 2020)

TURNOVER IN LARGE SCALE RETAILS¹

¹ Large-scale retail: Hypermarkets, Supermarkets, Small independent retailers

² Grocery: Large-scale retail + Discount stores + Traditional

³ IRI Panel of Petshop chains: representing L'isola dei Tesori, Maxi Zoo, Croce Azzurra, Italpet, Zoo Megastore, Agrizoo2, Arcaplanet, Fauna Food and Zoomark are not included in the IRI data

⁴ Large-scale retail Petshops: points of sale dedicated to the sale of pet food and accessories, belonging to companies in Large-scale retail

⁵ Leading panel of 96 points of sales: Amici di Casa Coop, Petstore Conad, Animal Che Passione, Joe Zampetti, Pet Elite (Selex) and Ayoka (Vege Multicid). (source IRI).

⁶ On Line Generalist retailers and Pure Players (Esselunga, Carrefour, Pam/Panorama, Coop, Bennet, Unes, Finiper,

Everli, Gros, Così Comodo, Crai, Basko, Lillapois, Risparmio Casa, Nonna Isa, Più Me and Amazon) [Source IRI E-commerce]

Sources: Euromonitor 2020, GfK Panel Consumer, IRI

To download the 2021 Assalco - Zoomark Report:

www.assalco.it