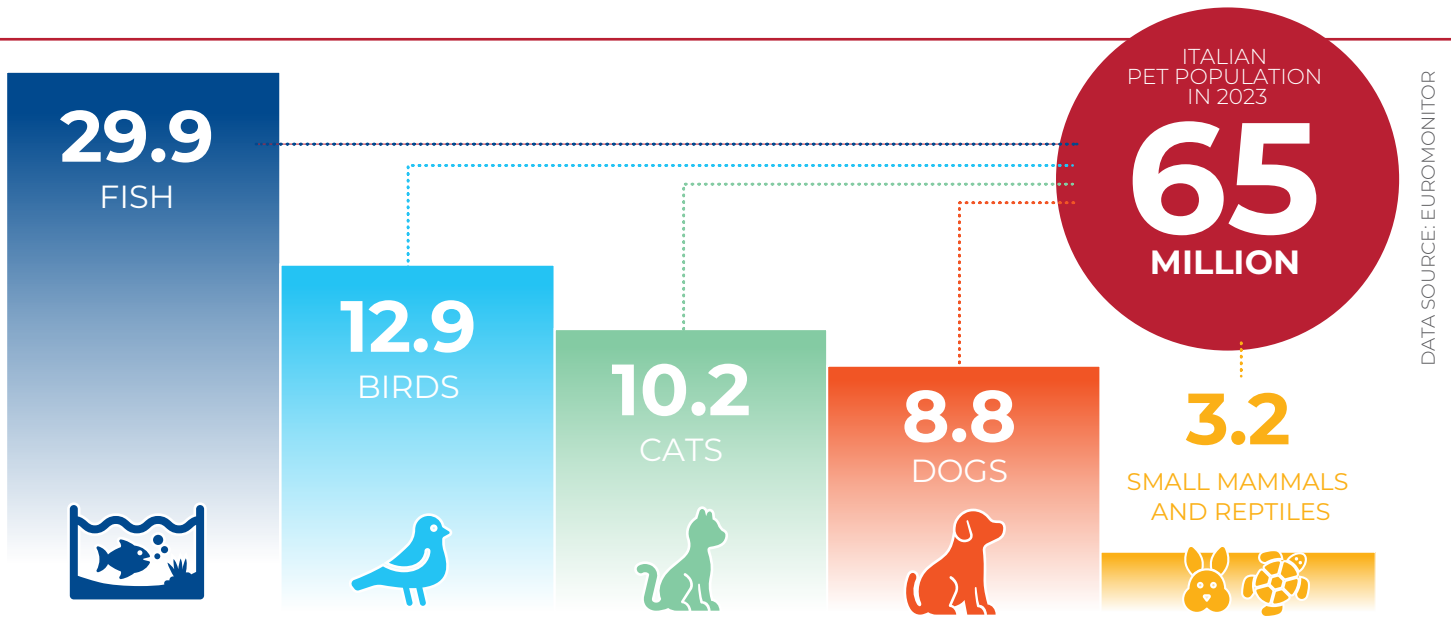


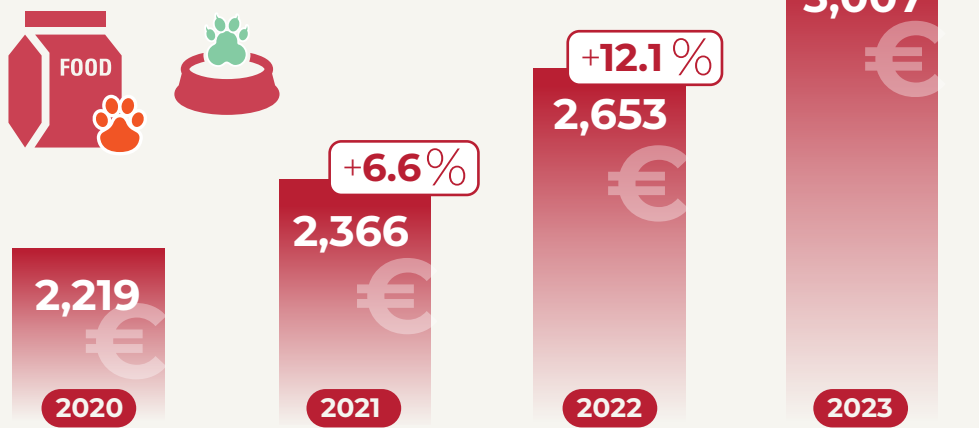
# 2024 ASSALCO ZOOMARK REPORT

## PETS: POPULATION AND MARKET

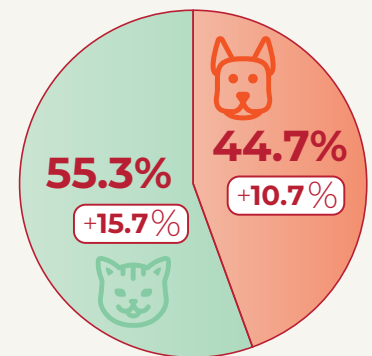


### ITALIAN MARKET IN 2023

DOG AND CAT FOOD\*



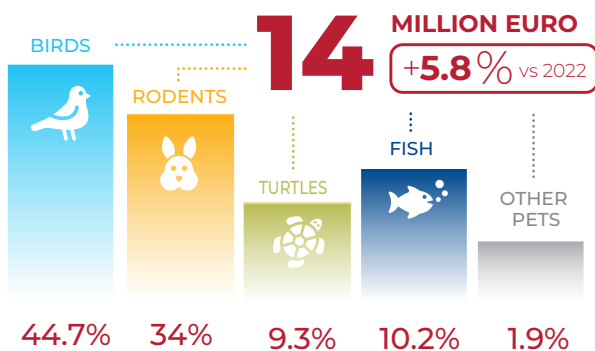
TOTAL MARKET



\*Grocery Channel + Specialised (Traditional + Chains + large-scale retail Petshops)

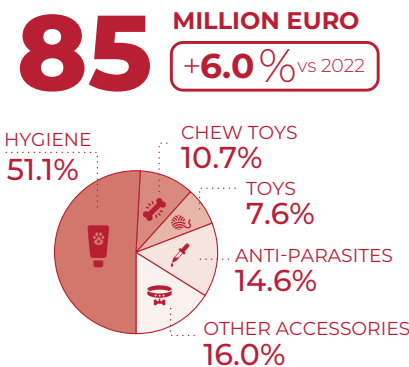
### SMALL PETS FOOD

Small pets food market in Italy in 2023 (large-scale retail)



### ACCESSORIES

Accessories market in Italy in 2023 (large-scale retail)



### CAT LITTER

Cat litter market in Italy in 2023 (large-scale retail)



Pet infographic note: population and market

LARGE-SCALE RETAIL: Hypermarkets + Supermarkets + Small Self-service stores  
Grocery: Large-scale retail + Discount stores + traditional retail

Petshop chains: l'Isola dei Tesori, Croce Azzurra, Arca di Noè, Italpet, Zoo Megastore, Agrizoo2, Arcaplanet, Fauna Food, Petmark e Zoomark were excluded from the Circana survey.

Large-scale retail petshops: Organisation specialising in the sale of pet food and items belonging to a network of outlets owned by a modern large-scale retail and logistics organisation.



DATA SOURCE: CIRCANA