



Euromonitor
International

Cat Food in Italy

May 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

The pet humanisation trend supports sales of premium, high-quality cat food
Nestlé Purina PetCare retains its lead, expanding its ranges to improve sales
Consumers visit pet shops and pet superstores to access personal advice and a wide array of products

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Affordability, sustainability and the rising cat population are set to support growth
Online subscription services are expected to drive growth for retail e-commerce
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