

THE **PET FOOD ITALIAN MARKET GROWS.**
OVER THE LAST 15 YEARS WITH AN
AVERAGE ANNUAL GROWTH RATE OF SALES
IN VALUE OF **+5.7%**, REACHING AN ANNUAL
TURNOVER OF ABOUT € 2.500 MILLION.

IT IS THE OUTCOME OF THE IRI INFORMATION RESOURCES DATA
ANALYSIS FOR THE XV ASSALCO-ZOOMARK REPORT.

Note: Grocery + Specialized (+ IRI On Line in 2021). The IRI On Line channel exclude the

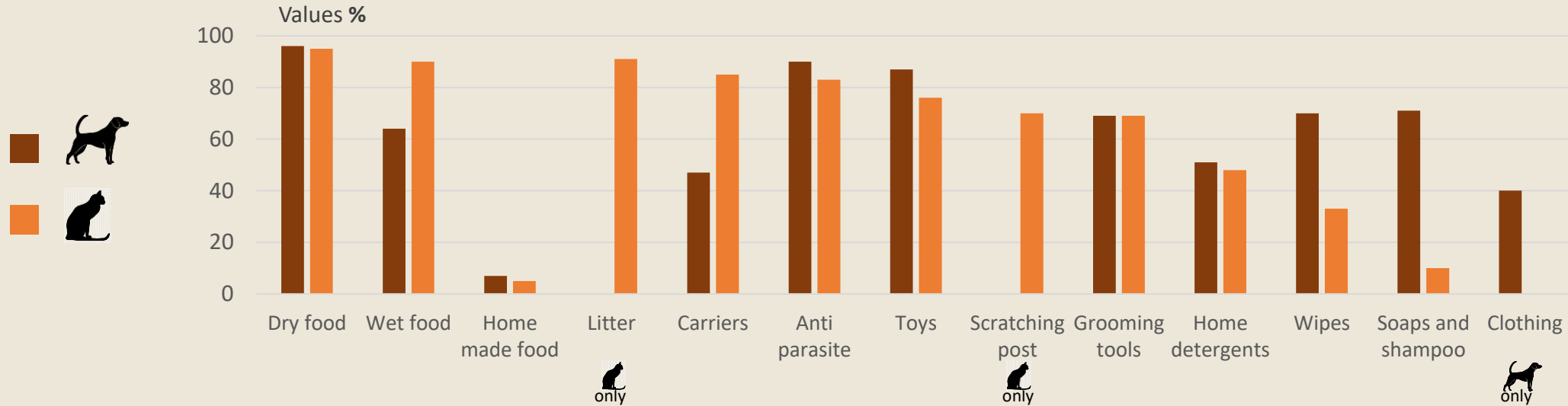




THE **CAT LITTERS** AND THE CATEGORY "OTHER ACCESSORIES", ESPECIALLY PET **HYGIENE AND TOYS**, ALSO HAVE AN **INTERESTING TREND**, WITH AN AVERAGE ANNUAL **GROWTH RATE** OF RESPECTIVELY **+2,3% AND +3,5%**.

THE MARKET TREND REFLECTS THE GROWING ATTENTION TO THE **HEALTH AND WELL-BEING OF THE PET**.

ABOUT 8 OUT OF 10 OWNERS HAVE TOYS FOR THEIR PET, 7 HAVE GROOMING TOOLS AND 4 USES CLOTHES FOR THEIR DOGS, ACCORDING TO OUR INTERNAL PET PANEL DATA.



Note: Sen&CA internal panel, 100 pet owners



CONSIDERING THAT PET FOOD IS ESTIMATED TO BE RESPONSIBLE FOR A QUARTER OF THE ENVIRONMENTAL IMPACTS OF MEAT PRODUCTION, **ECO-FRIENDLY PET FOOD IS ON THE RISE** AS DOG AND CAT OWNERS BECOME MORE AWARE OF THE IMPACT OF THEIR BELOVED PET'S DIET.



NEW RECIPES, NEW PACKAGING
MATERIALS, NEW ACCESSORIES ARE
**BELOW THE LENS OF R&Ds, WHO WILL
MAKE NEW PROMISING PRODUCTS.**

NEOTRON OFFERS A COMPLETE RANGE OF PET FOOD ANALYZES AND CONSUMER TESTS.

WE SUPPORT THE MANUFACTURERS AND THE RETAILERS FOR

CORRECT LABELING

CLAIM SUPPORT

PATHOGENS AND CONTAMINANTS DETECTION

PRODUCT'S PALATABILITY EVALUATION

CONCEPT & PRODUCT TESTS



Contact us for more info.

seneca@neotron.it
+39 059 46 17 11
www.neotron.it

