

# Cat Food in Italy

April 2024

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## Cat Food in Italy - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Cat food sales continue to grow despite mounting price pressure  
Cat treats full of potential with an ever-expanding variety of options  
Private label expanding into offering higher quality cat food recipes

#### PROSPECTS AND OPPORTUNITIES

Sustainability likely to become a growing focus as companies come under pressure to take better care of the environment  
Cat treats and mixers likely to remain a focus of innovation  
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