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**COSMOFARMA**  
*PetCare* 

# CONCEPT

**Cosmofarma PetCare**, the initiative dedicated to the world of veterinary medicine in pharmacies, is back.



**PetCare** is an exceptional platform for **pet care companies** to show their solutions to the **nutritional, hygiene and health** needs of pets.

Thanks to a rich programme of talks presented by industry professionals, **Cosmofarma PetCare** is an **opportunity** to introduce pharmacists to **new trends** in the sector. **Cosmofarma PetCare** will present them the latest product innovations and give them the tools to enrich their skills and *know-how*, in order to offer **specific advice** to their customers.



# CONTEXT

Owners recognise an important **emotional value** in pets, claiming that **their quality of life is improved by their pet's company**.

The **presence of pets** in the homes of Italians is increasing: in 2021 they reached a **record 64.8 million** (Euromonitor data) among dogs, cats, fish and other small animals. Four-legged 'friends' are receiving more and more attention, leading families to **increase the economic investment** required to fulfil **their needs**.

An Altroconsumo survey from 2022 reports an **estimated average annual** cost for pet care of EUR 1.208 for cats and EUR 1.562 for dogs.

In this context, **pharmacy grew by 2.5%** over the same period last year, **with a turnover of EUR 409 million** (Iqvia data), **showing to be strategic** in offering **qualified answers** to an increasingly wide range of **pet owners**.





## CONTACTS

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