

プレミアム・ペットケア





イタリアの家族経営のこの会社は、家庭用品、パーソナルケア用品、ペットケア用品に特化した卸売業で40年以上の経験を持つ。

2004年、同社はフードを除くペット用アクセサリ市場の成長に軸足を移した。

コア・ストレングス

- フードよりもペットの衛生用品やアクセサリに焦点を当て、急成長するニッチ分野に特化。
- プレミアム・ラインとマス・マーケット・ラインを含む独自の登録ブランド・ポートフォリオで運営されており、幅広い市場セグメンテーションを可能にしている。
- 45を超える独自の製品設計とパッケージングを開発・管理し、生産は海外の専門メーカーに委託している。
- 内部資金に依存し、高い支払能力と支払期日厳守を示しながら、スリムで負債の少ない財務構造を維持する。

主要ブランド

- XXXXXXXX：革新的なフォーマットと香り（アップル、タルカムなど）でプレミアム衛生パッドと猫砂を提供する特許ブランド。
- XXXXXXXX：同じく特許を取得しているこの製品ラインは、専門小売市場をターゲットとしており、幅広い種類の吸収パッドを取り揃えている。
- XXXXXXXX：炭入り防臭製品など、スーパーマーケットチャネル向けにデザイン。
- XXXXXXXX

マーケットポジション

TARGET PRICE

\$ 0

BUSINESS TYPE

小売その他

COUNTRY

イタリア

BUSINESS ID

L#20250926

- 2030年までにイタリアで100億ユーロに達すると推定されるペットケア業界で事業を展開。
- 同社は、COVID後のペット飼育の増加、高い消費者ロイヤルティ、高品質なアクセサリーへの需要の高まりといった業界のトレンドに合致している。
- 特定の地域で独占販売契約を結び、モノブランド・ショップのトレンドに乗じている。

財務ハイライト

- EBITDA（2023年）：69,812ユーロ
- ebit（2023年）：62,027ユーロ
- 平均年収（過去5年間）€725,450
- 最終的な企業評価（DCFと市場係数の適用）：€530,233

ビジョンとミッション

動物福祉への情熱を原動力に、機能性と倫理的な調達を両立させた持続可能で高品質な製品を提供することを目指している。

彼らの長期的な使命は、プレミアムでありながら適正価格の提供を通じて顧客満足度を維持することである。

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