

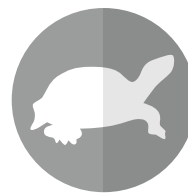
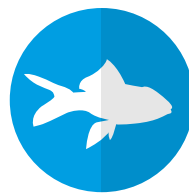


The European  
Pet Food Industry

# European Facts & Figures 2019

# FACTS & FIGURES 2019 European Overview

<b>Estimated number of European Union households owning at least one pet animal</b>	85 million households
<b>Estimated percentage of European households owning at least one cat or one dog</b>	EU: Cats 24%   Dogs 25% Europe: Cats 25%   Dogs 24%
<b>Number of pet food producing companies</b>	132 pet food producing companies 200 production plants (est.)
<b>Estimated Employment</b>	Direct employment pet food industry: 100.000 Indirect employment: 900.000
<b>Annual sales of pet food products</b>	Volume: 8.5 million tons Turnover: € 21 billion
<b>Annual value of pet related products and services</b>	€ 8.7 billion accessories € 11 billion services Total: € 19.7 billion
<b>Annual growth rate of the pet food industry (average value over the past 3 years)</b>	2.6 %



Sources: Figures from FEDIAF and its member associations, pet food companies and estimations based thereupon when indicated  
European Union/Europe: "European Union" includes the 28 Member States of the EU whereas "Europe" includes Member States of the Council of Europe

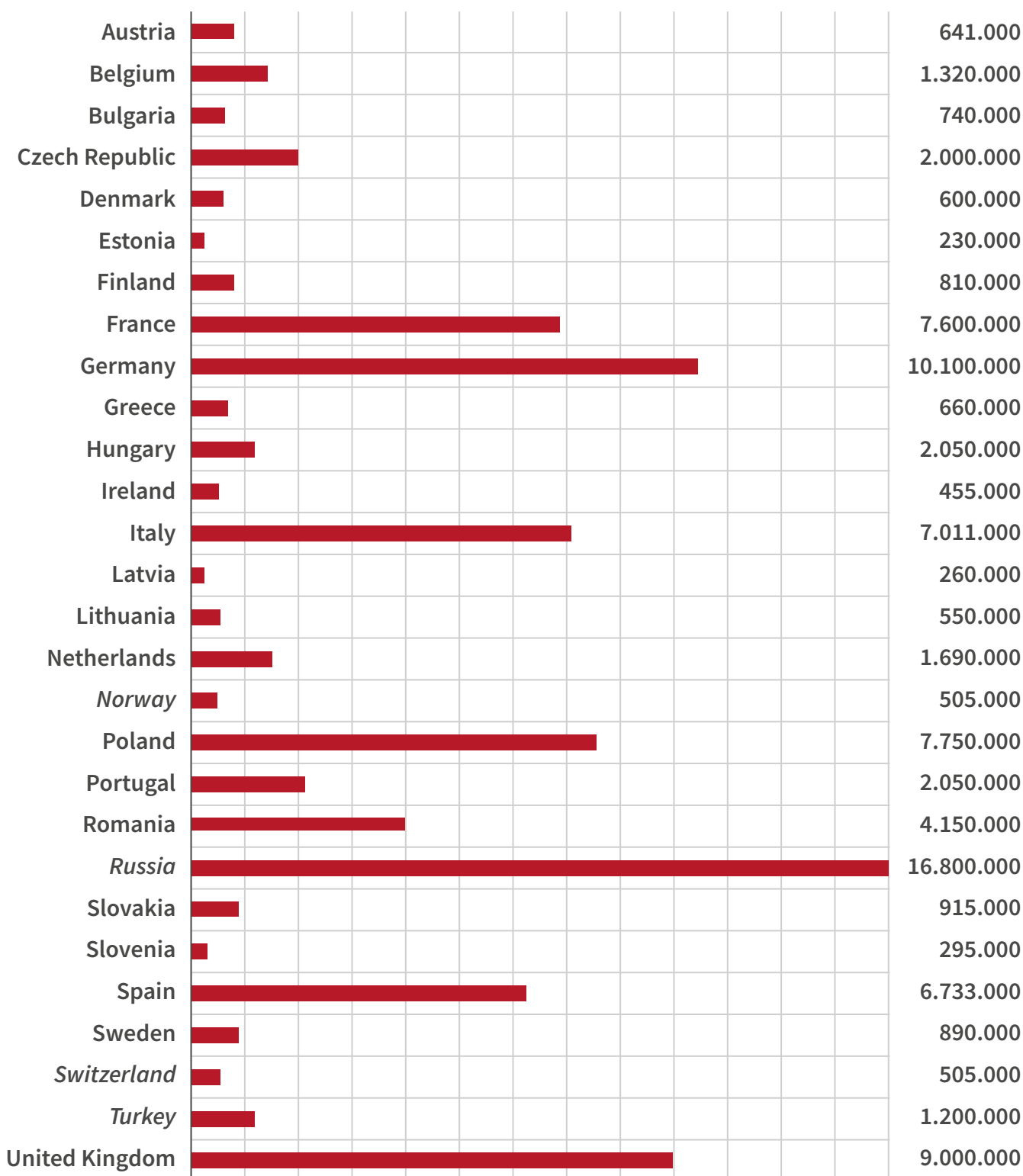
# FACTS & FIGURES 2019

## European dog population



Total European Union: 58.400.000

Total Europe: 77.410.000



Non EU Member States indicated with italics

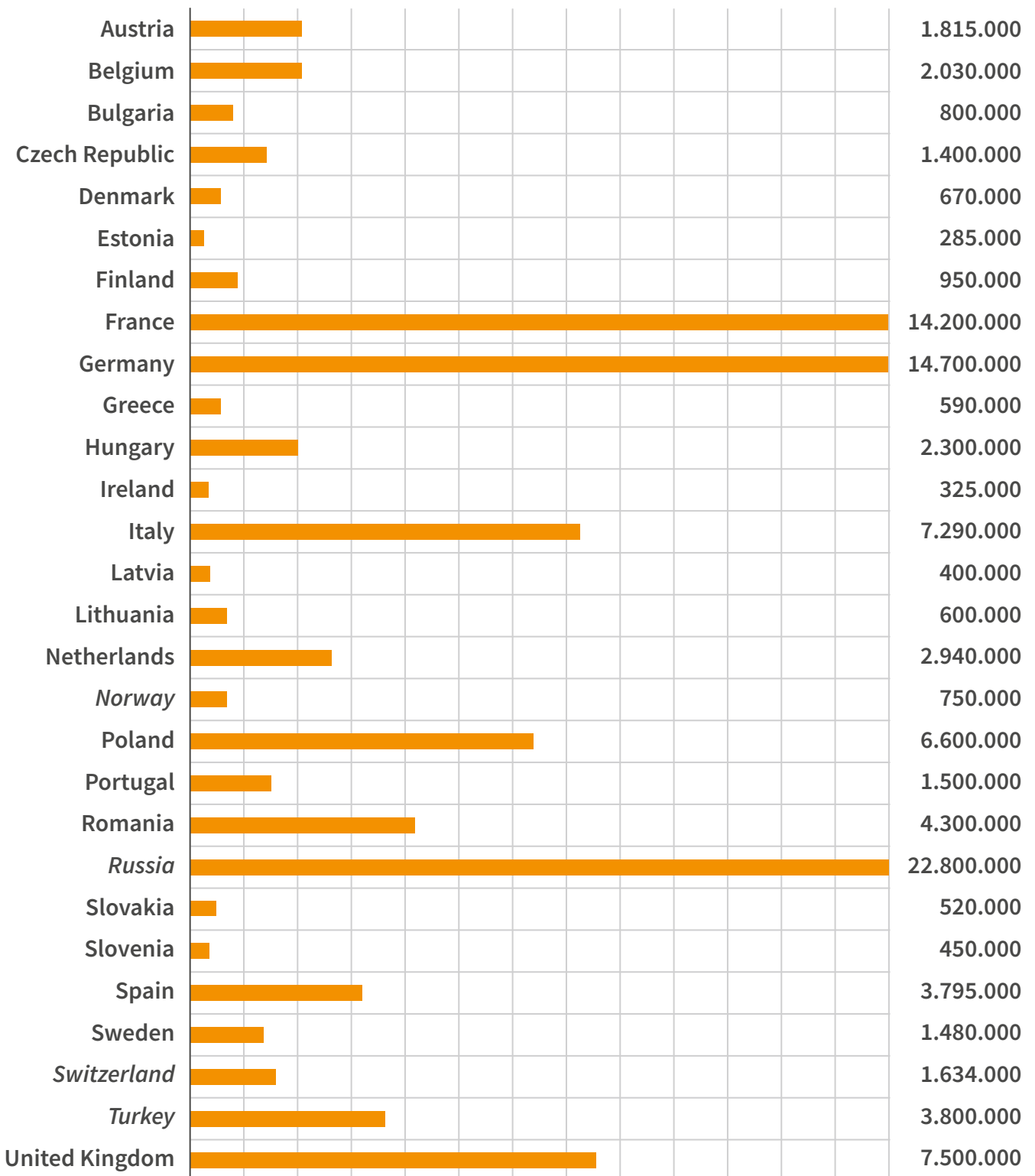
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# FACTS & FIGURES 2019

## European cat population



Total European Union: 77.440.000  
Total Europe: 106.424.000



Non EU Member States indicated with italics

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# FACTS & FIGURES 2019

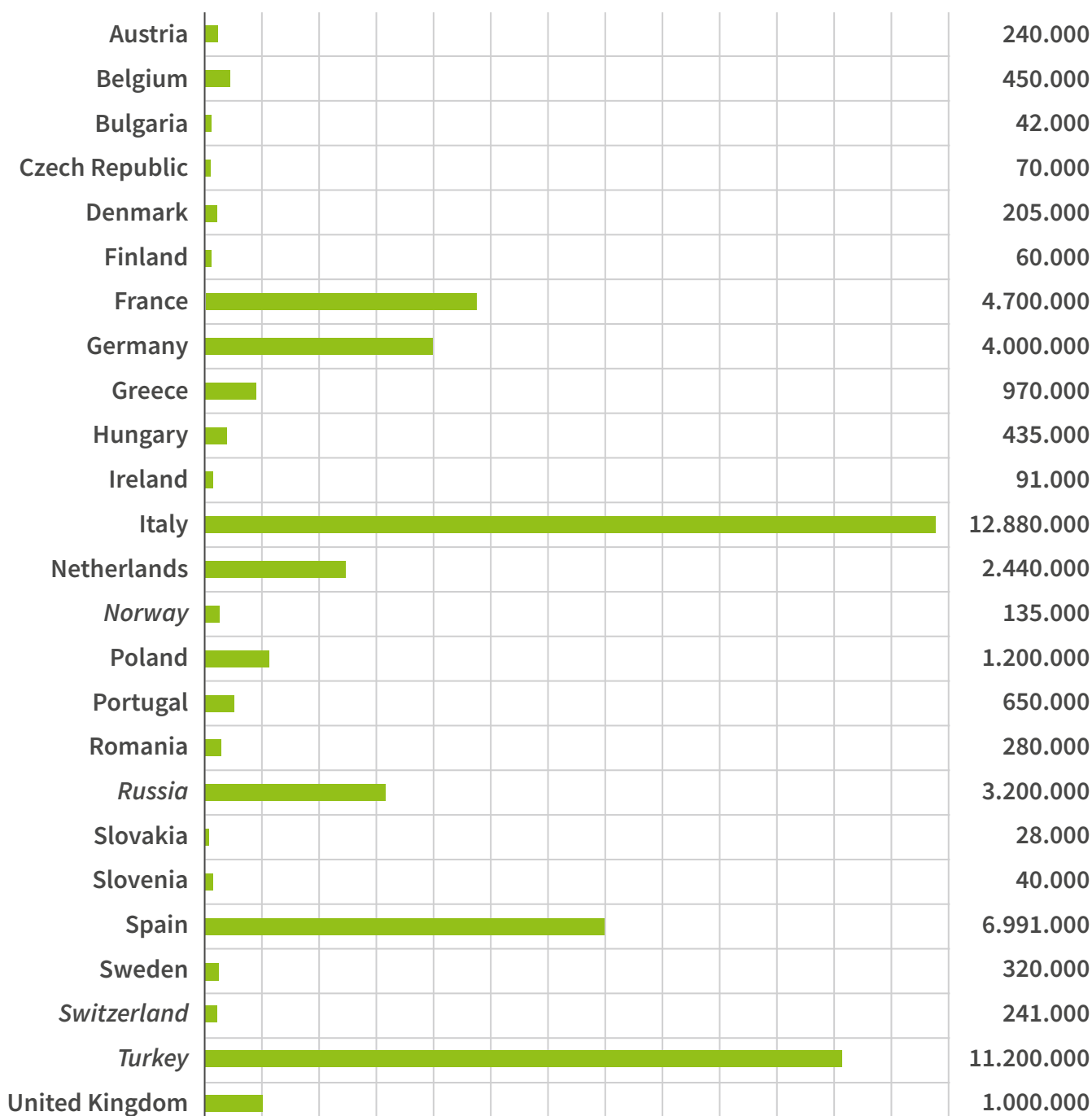
## European ornamental bird population



Total European Union: 37.227.000

Total Europe: 51.868.000

(excl. Baltic States)



Non EU Member States indicated with italics

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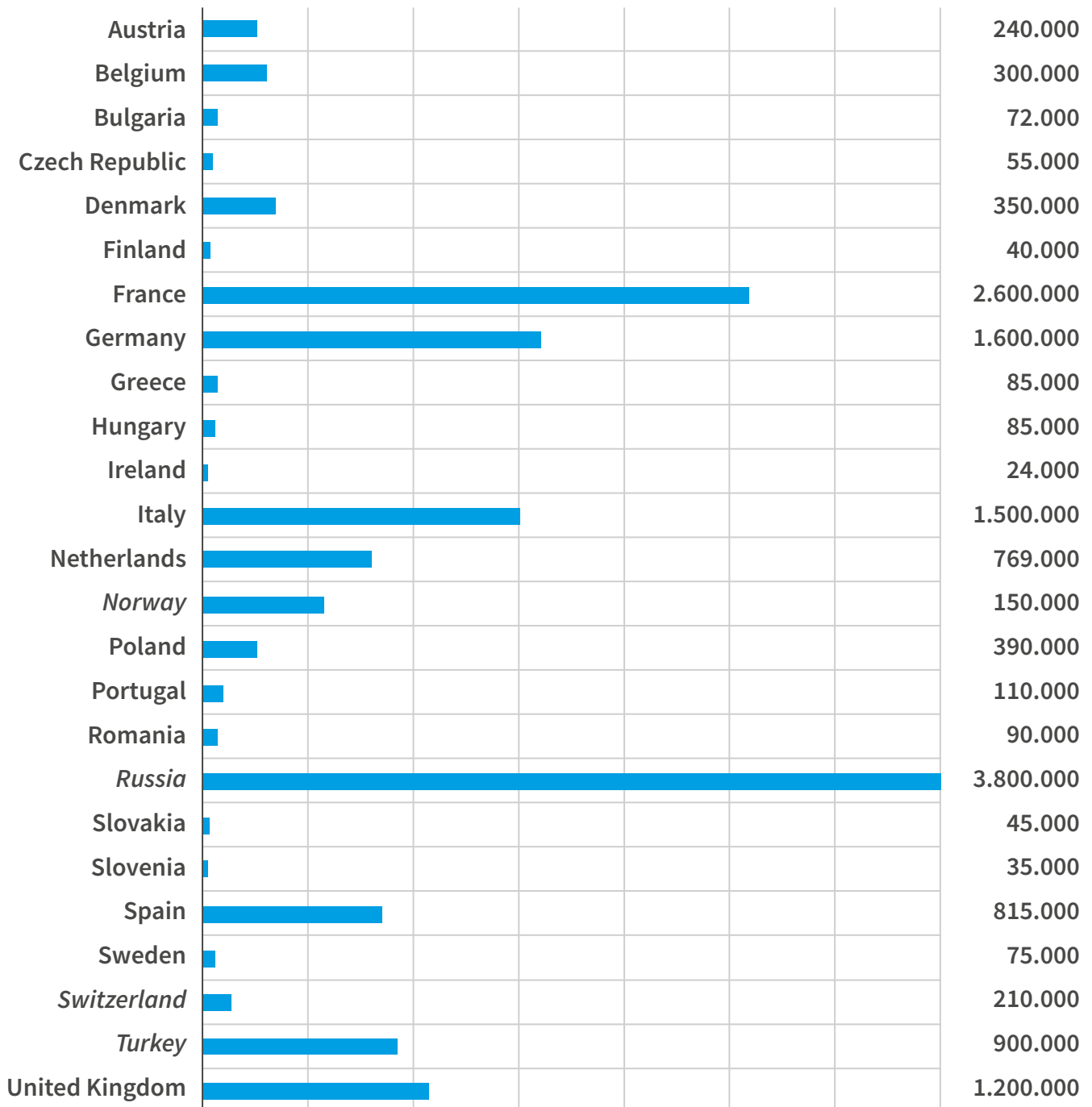
# FACTS & FIGURES 2019

## Estimated number of European aquaria



Total European Union: 10.630.000  
Total Europe: 15.540.000

(excl. Baltic States)



Non EU Member States indicated with italics

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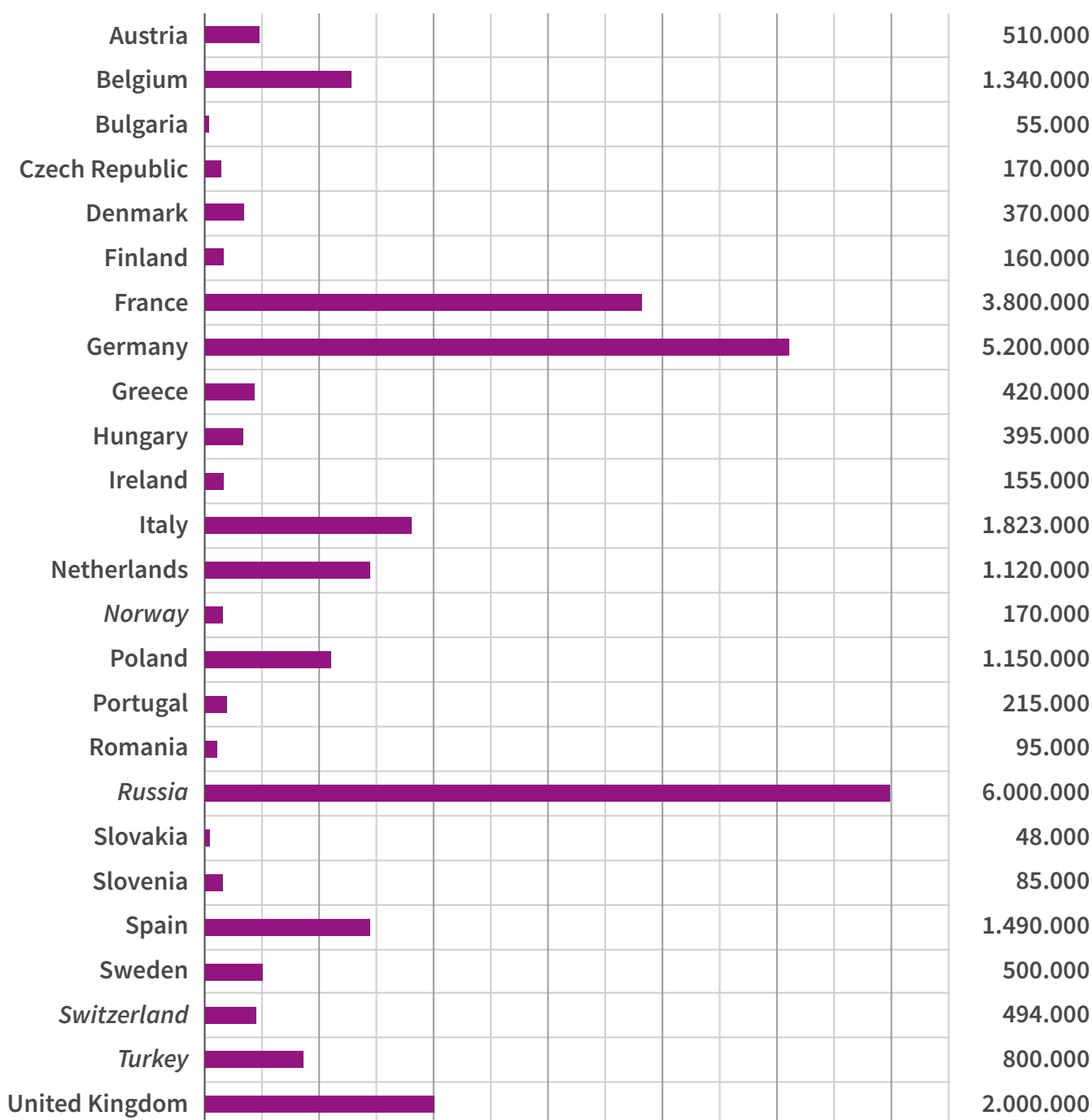
# FACTS & FIGURES 2019

## European small mammal population



Total European Union: 21.271.000  
 Total Europe: 28.565.000

(excl. Baltic States)



*Non EU Member States indicated with italics*

Sources: Figures from FEDIAF and its member associations, pet food companies and estimations based thereupon when indicated  
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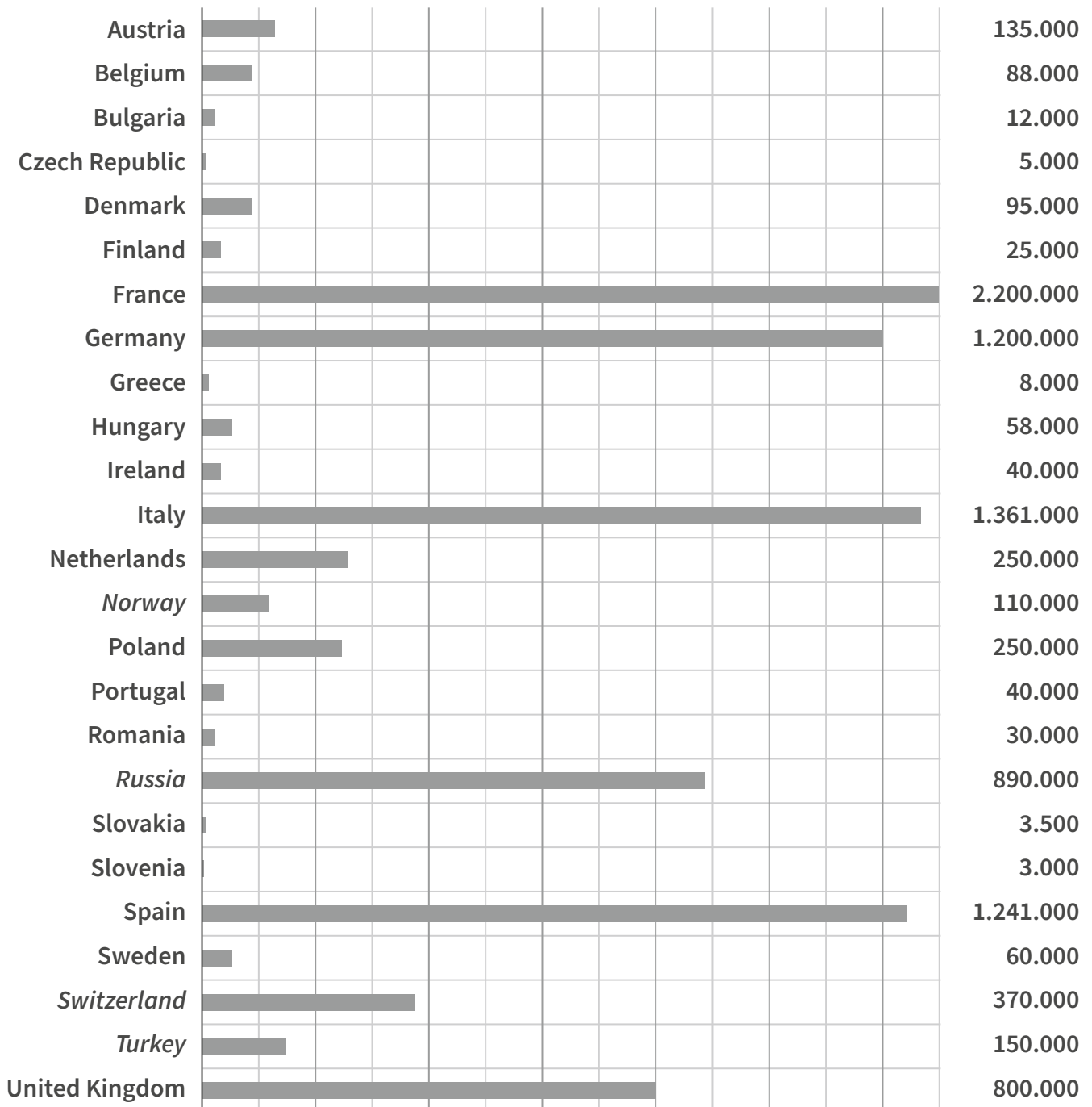
# FACTS & FIGURES 2019

## European reptile population



Total European Union: 7.904.500  
Total Europe: 9.424.500

(excl. Baltic States)



Non EU Member States indicated with italics

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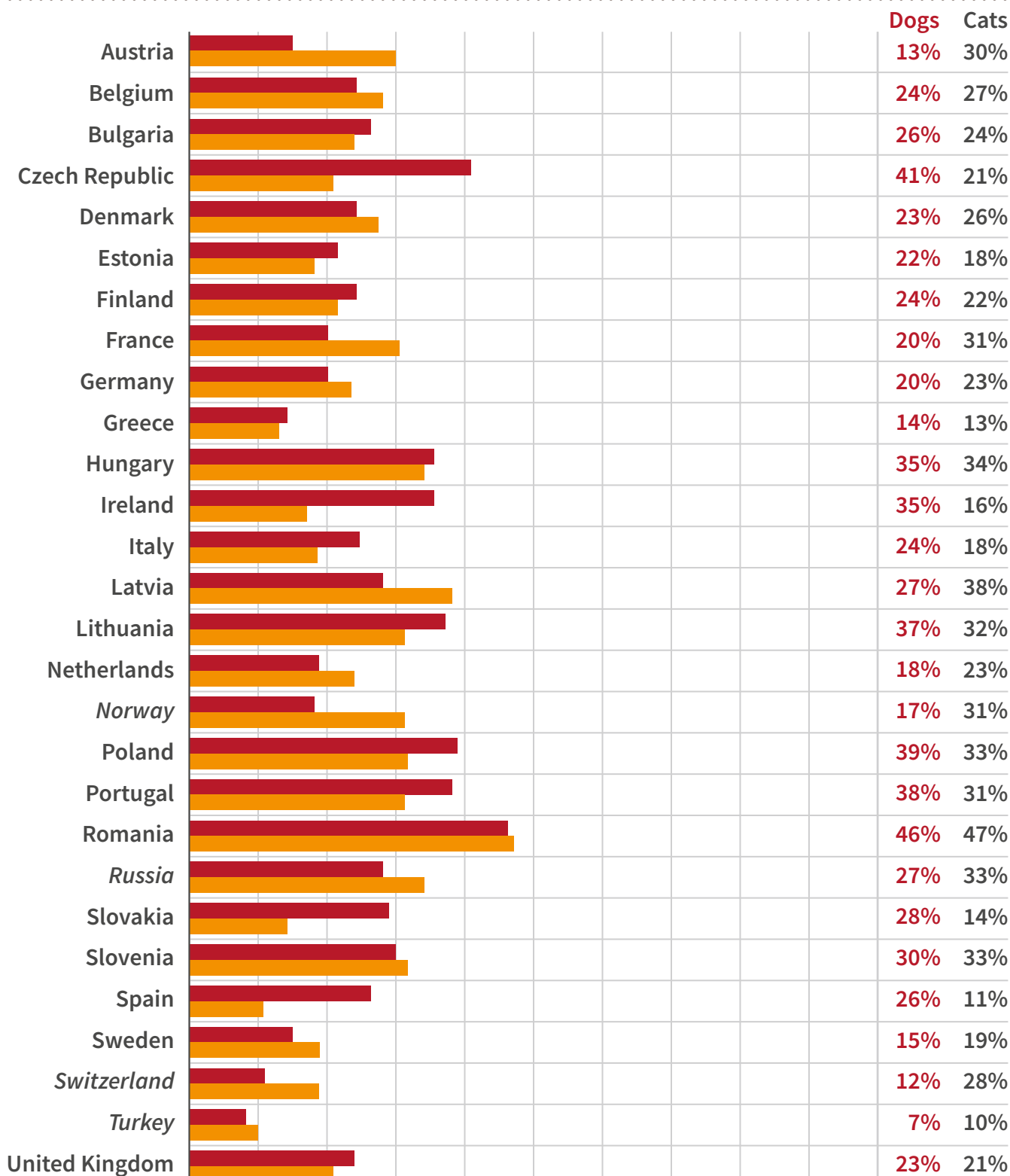


# FACTS & FIGURES 2019

## Estimated percentage of ...



### European households owning at least one cat or one dog

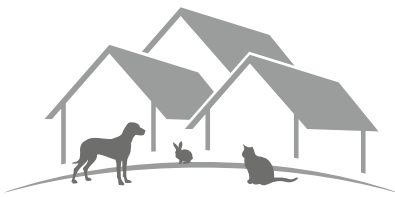


Non EU Member States indicated  
with italics

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# FACTS & FIGURES 2019

## European overview



Estimated number of European Union households owning at least one pet animal:

**85 million households**  
(38% of all households)

Estimated percentage of European households owning at least one cat or one dog:

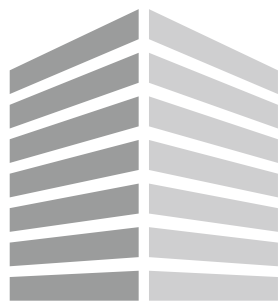
EU:  
**Cats 24%**  
**Dogs 25%**

Europe:  
**Cats 25%**  
**Dogs 24%**

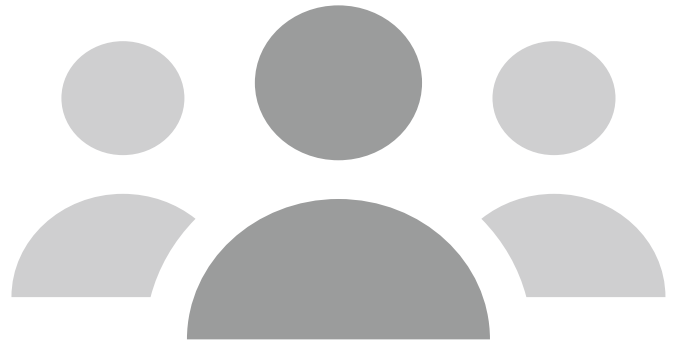


132 pet food companies

**200 plants (est.)**

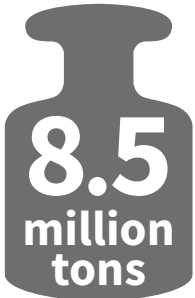


## Employment



Est. direct employment:  
**100.000**

Est. indirect employment:  
**900.000**



Annual sales of pet food products:  
Turnover: **€ 21 billion**

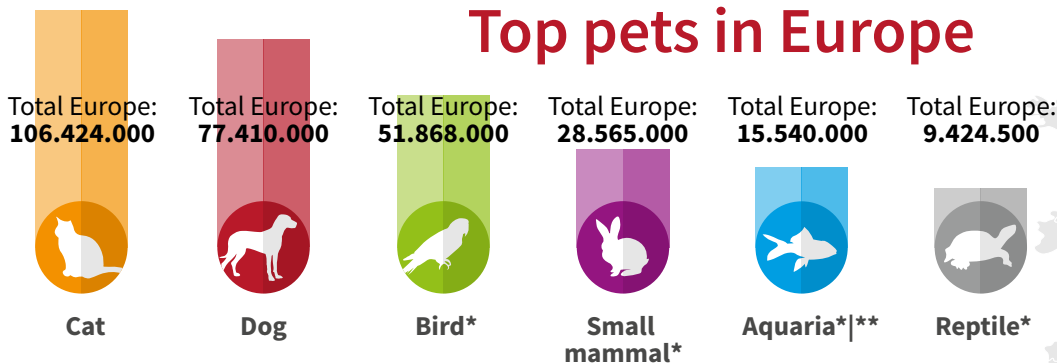


Annual value of pet related products and services:

**€ 8,7 billion accessories**  
**€ 11 billion services**  
**Total: € 19,7 billion**



## Top pets in Europe



Annual growth rate of the pet food industry  
(average value over the past 3 years)

**2,6%**

\*excl. Baltic States | \*\* This corresponds to an estimated 300 million ornamental fish

# FACTS & FIGURES 2019

## Top pets in Europe

### Cat



Total European Union: **77.440.000\***

Total Europe: **106.424.000\***

### Dog



Total European Union: **58.400.000\***

Total Europe: **77.410.000\***

### Bird



Total European Union: **37.227.000\***

Total Europe: **51.868.000\***

### Small mammal

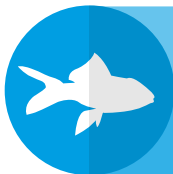


Total European Union: **21.271.000\***

Total Europe: **28.565.000\***

### Aquarium

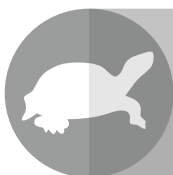
This corresponds to an estimated 300 million ornamental fish



Total European Union: **10.630.000\***

Total Europe: **15.540.000\***

### Reptile



Total European Union: **7.904.500\***

Total Europe: **9.424.500\***

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 \*excl. Baltic States

