



The European
Pet Food Industry

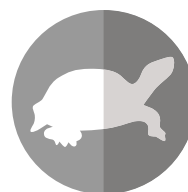
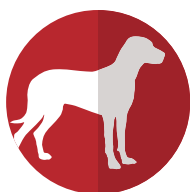
European Facts & Figures 2017

FACTS & FIGURES 2017

European Overview



Estimated number of European Union households owning at least one pet animal	80 million households
Estimated percentage of European households owning at least one cat or one dog	EU: Cats 26% Dogs 18% Europe: Cats 24% Dogs 21%
Number of pet food producing companies	132 pet food producing companies 200 production plants (est.)
Estimated Employment	Direct employment pet food industry: 100.000 Indirect employment: 900.000
Annual sales of pet food products	Volume: 8.5 million tons Turnover: € 20.5 billion
Annual value of pet related products and services	€ 7 billion accessories € 9 billion services Total: € 16 billion
Annual growth rate of the pet food industry (average value over the past 3 years)	2 %



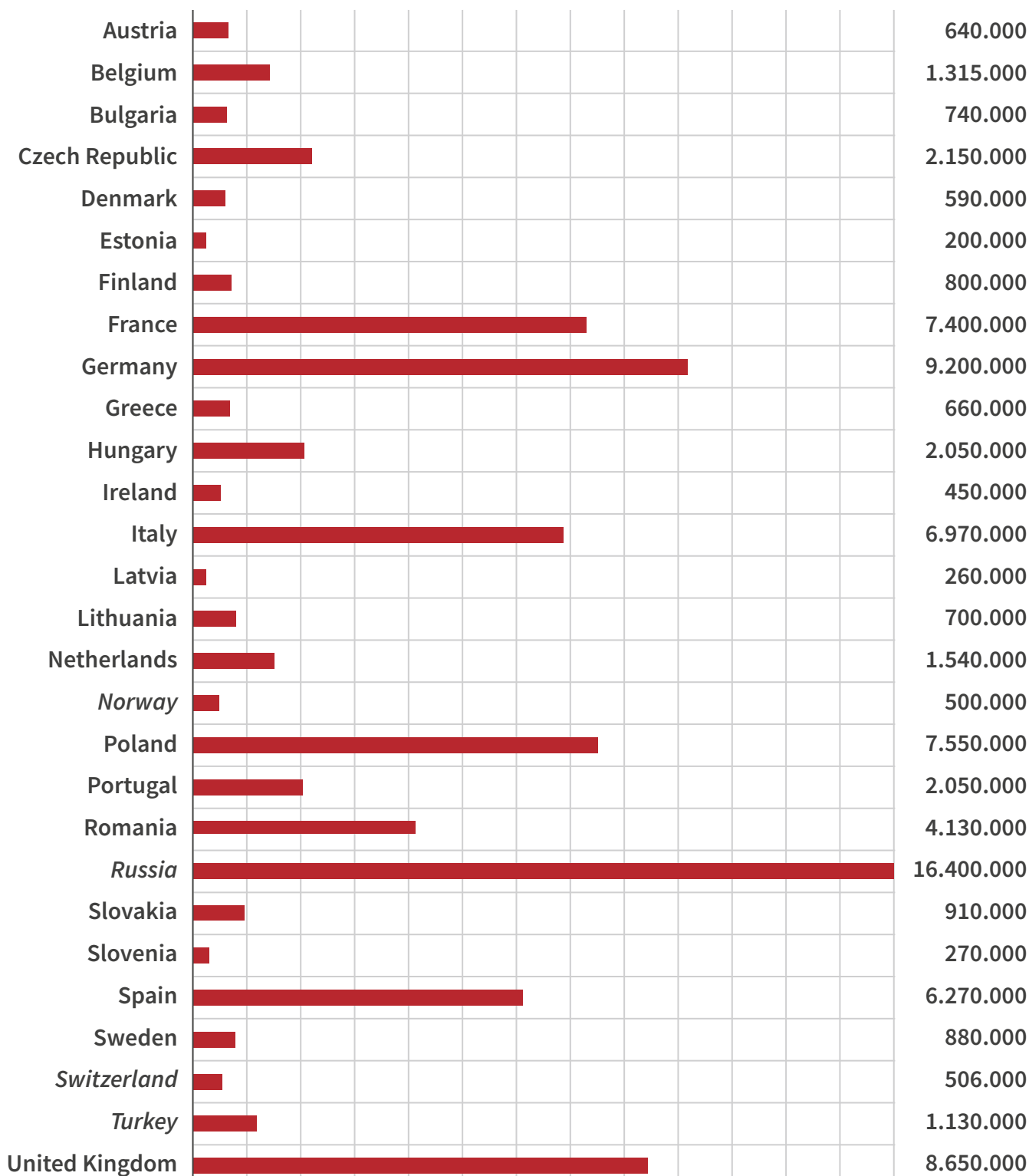
Sources: Figures from FEDIAF and its member associations, pet food companies and estimations based thereupon when indicated
European Union/Europe: "European Union" includes the 28 Member States of the EU whereas "Europe" includes Member States of the Council of Europe

FACTS & FIGURES 2017

European dog population



Total European Union: 66.375.000
Total Europe: 84.911.000



Non EU Member States indicated
with italics

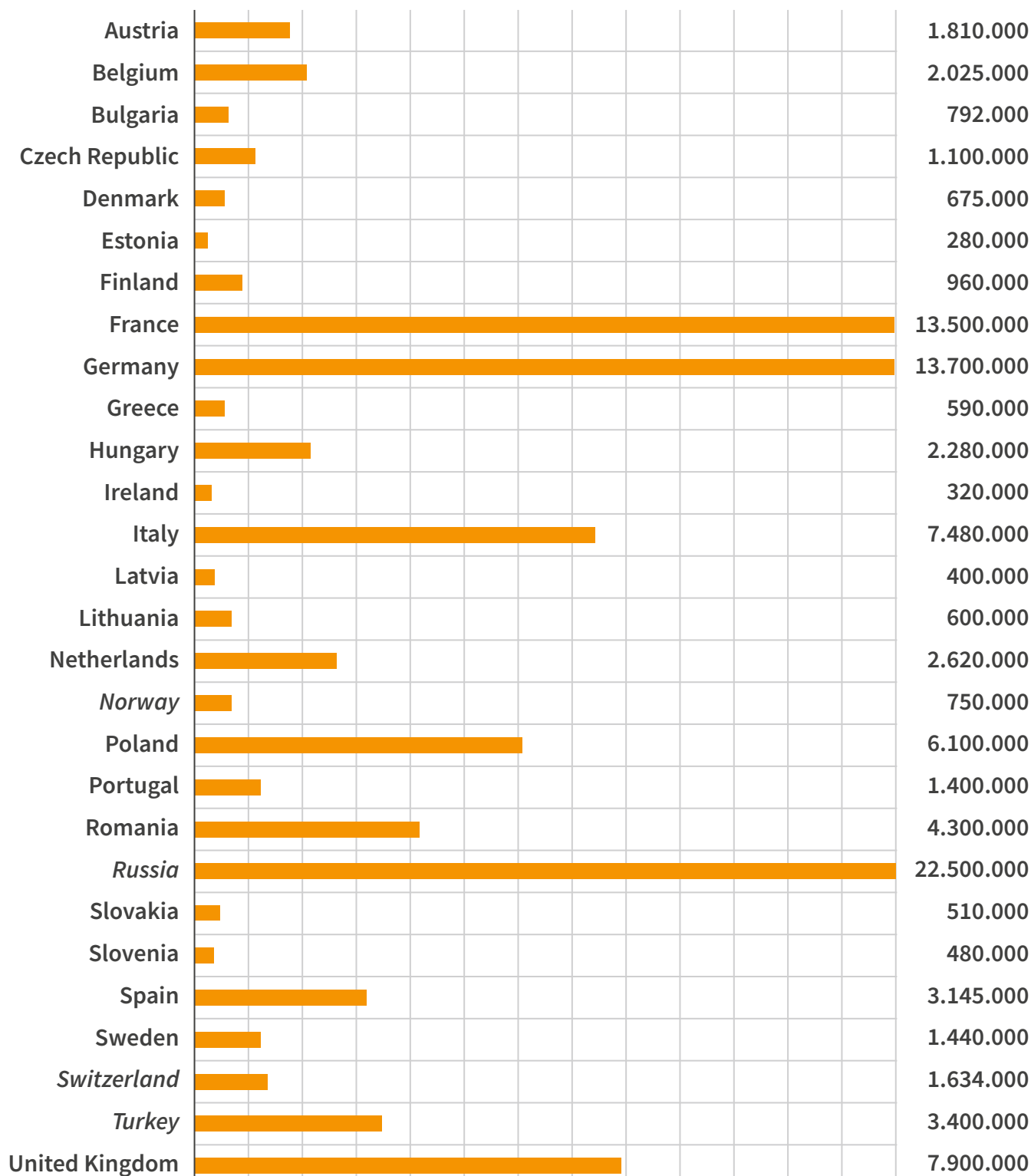
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FACTS & FIGURES 2017

European cat population



Total European Union: 74.407.000
Total Europe: 102.691.000



Non EU Member States indicated
with italics

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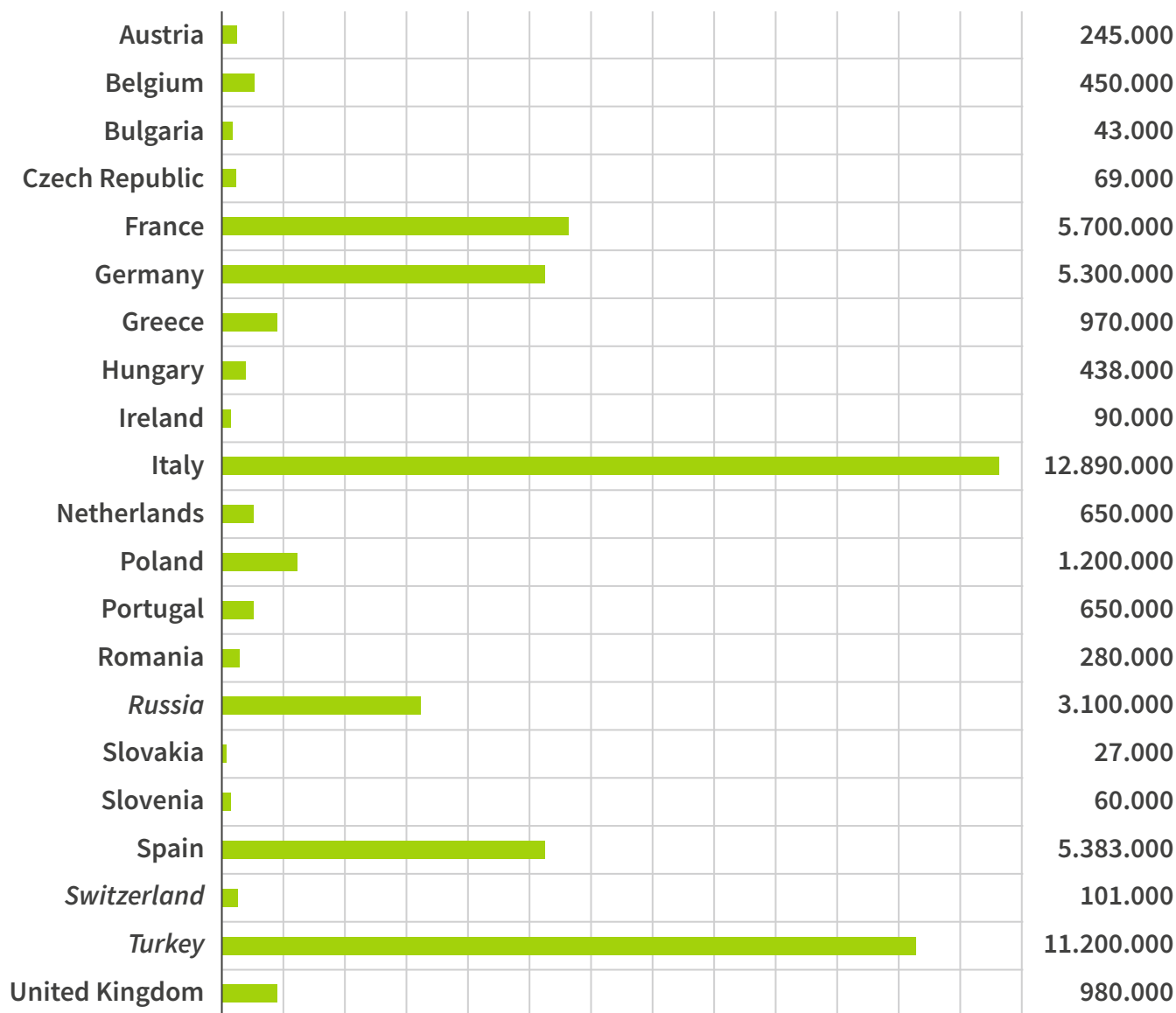
FACTS & FIGURES 2017

European ornamental bird population



Total European Union: 35.425.000
Total Europe: 49.826.000

(excl. Baltic States and Nordic Countries)



Non EU Member States indicated
with italics

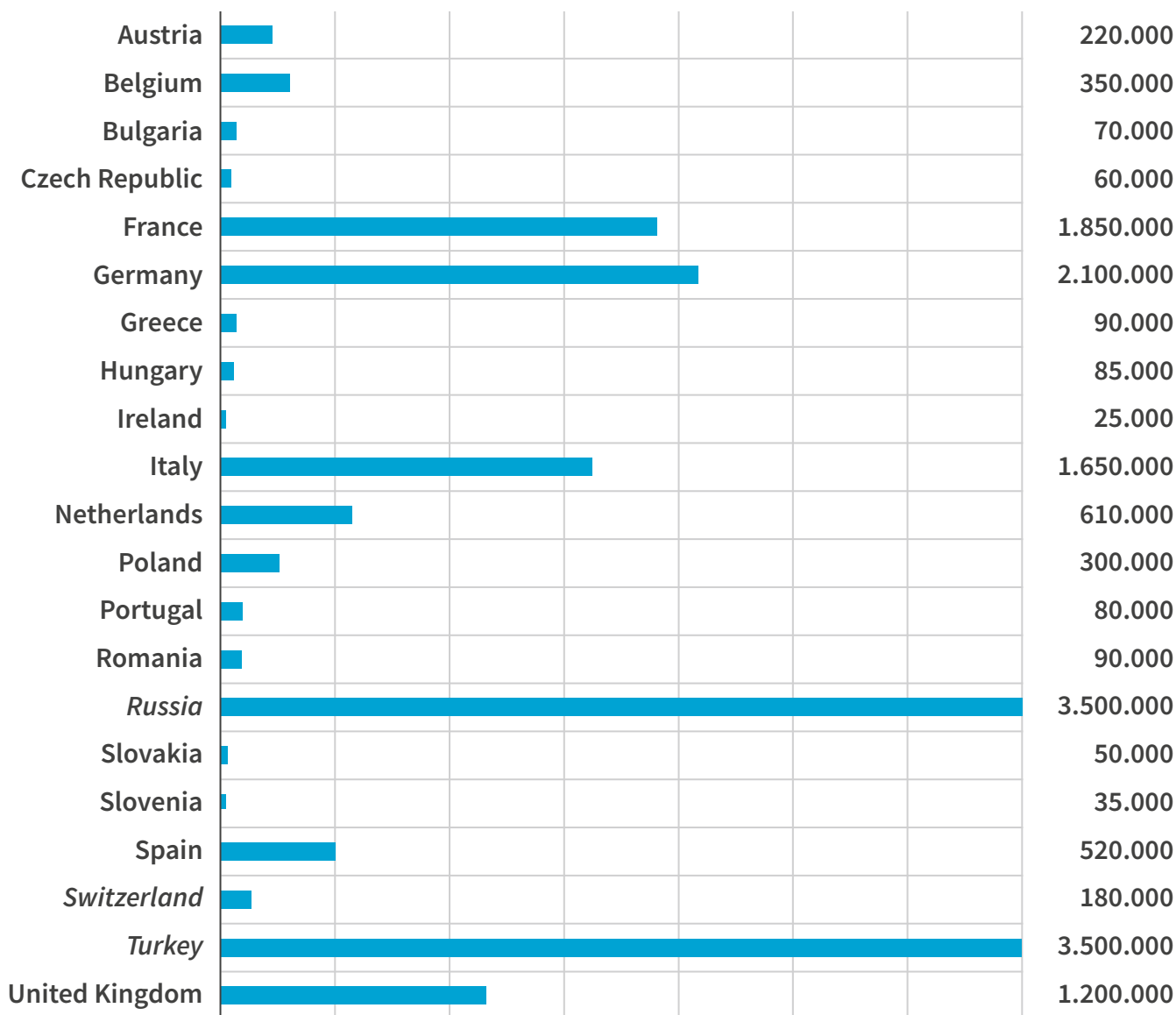
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Total European Union: 9.385.000

Total Europe: 16.565.000

(excl. Baltic States and Nordic Countries)



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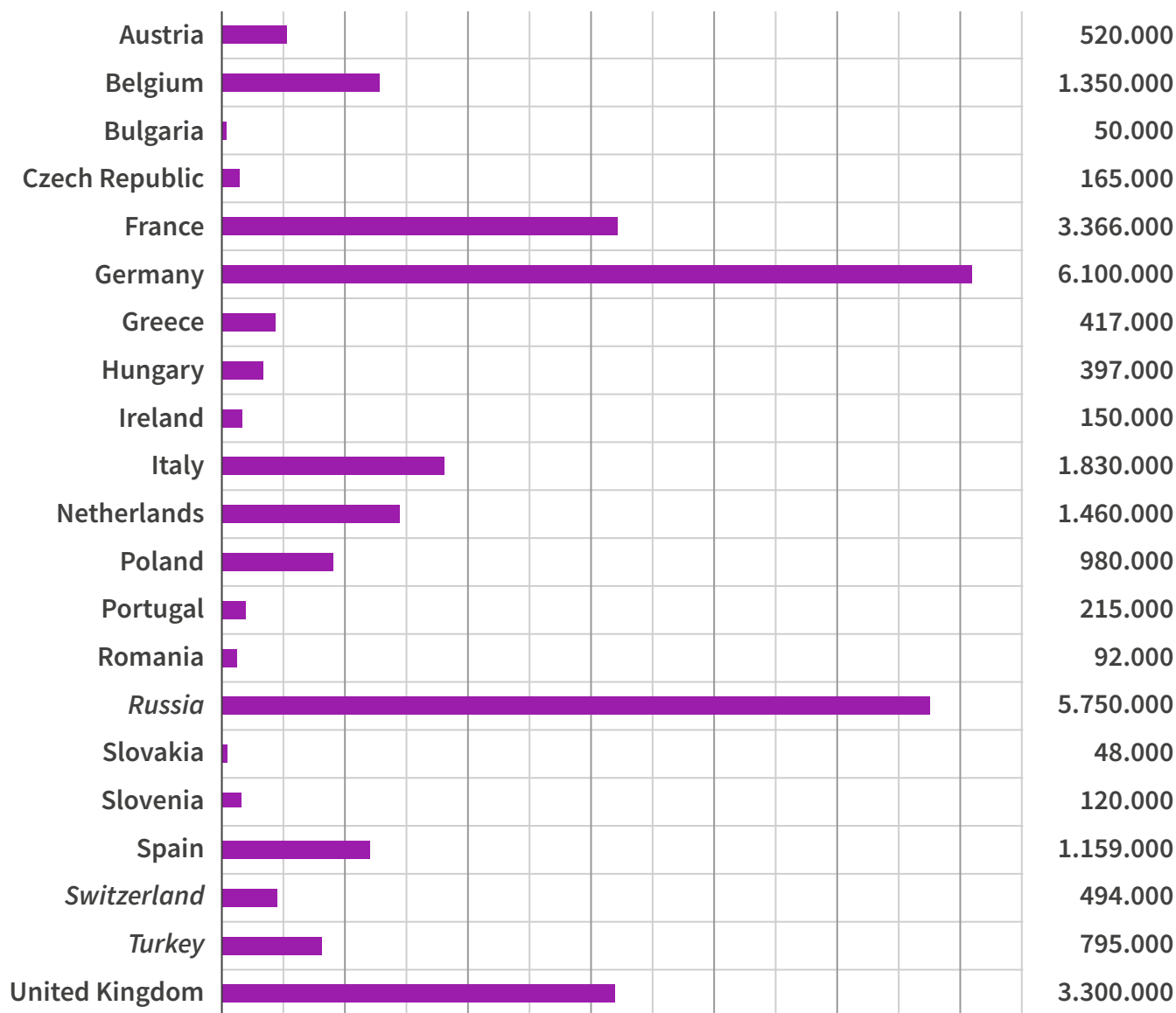
FACTS & FIGURES 2017

European small mammal population



Total European Union: 21.719.000
Total Europe: 28.758.000

(excl. Baltic States and Nordic Countries)



Non EU Member States indicated
with italics

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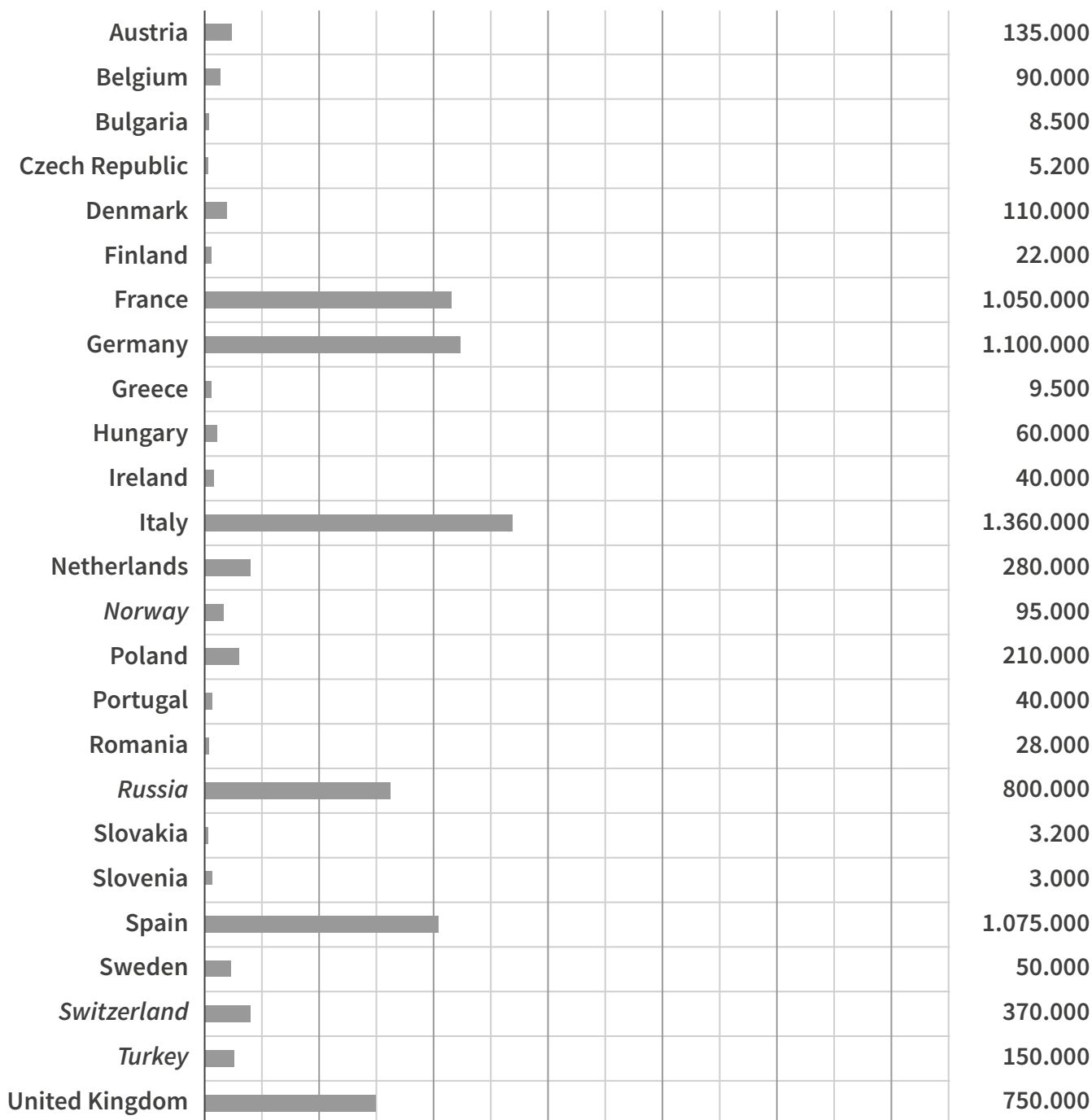
FACTS & FIGURES 2017

European reptile population



Total European Union: 6.429.400
Total Europe: 7.844.400

(excl. Baltic States)



Non EU Member States indicated
with italics

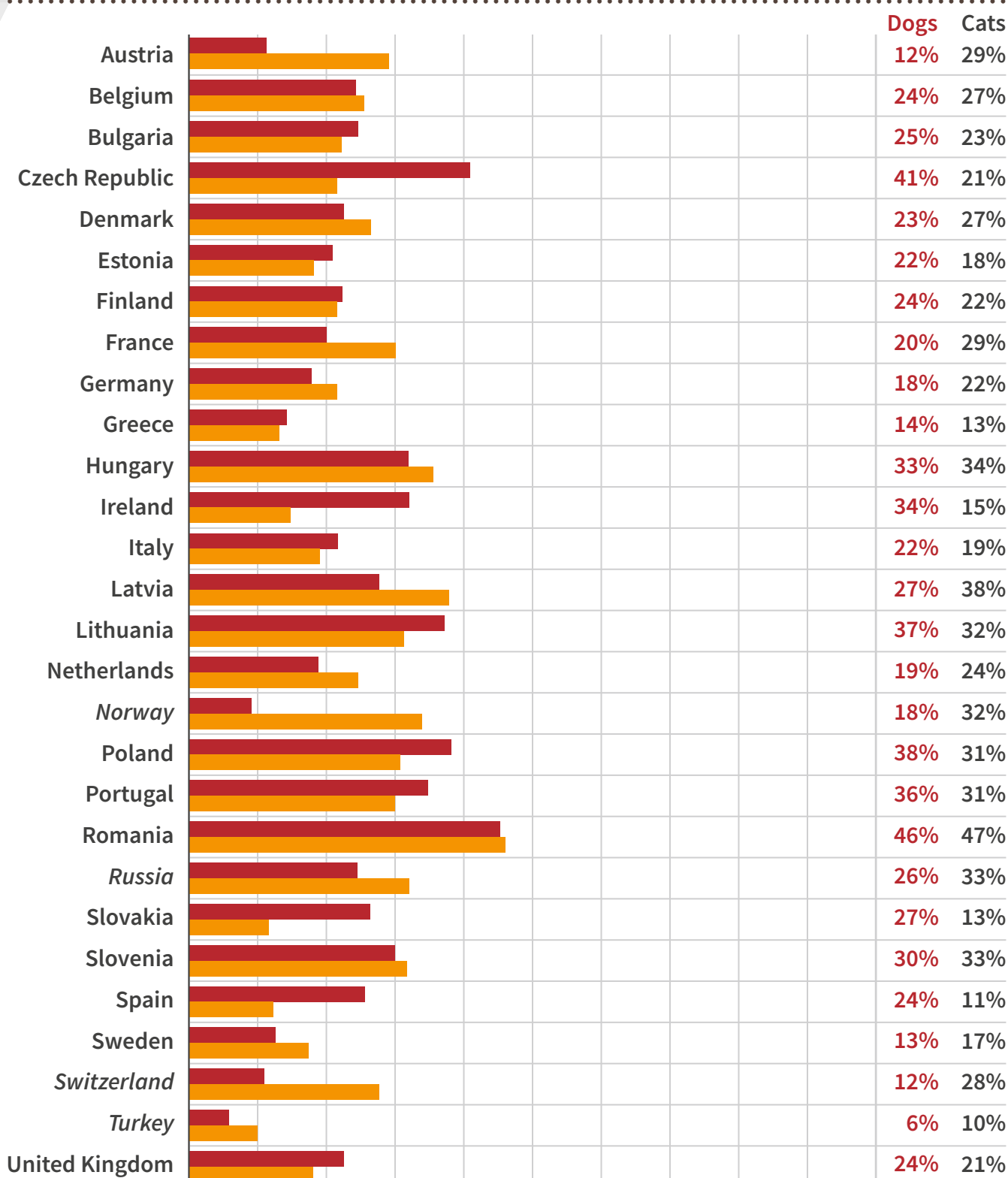
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FACTS & FIGURES 2017

Estimated percentage of ...



European households owning at least one cat or one dog



Non EU Member States indicated
with italics

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European overview



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

80 million households

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

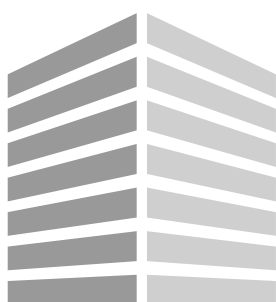
EU:
Cats 26%
Dogs 18%

Europe:
Cats 24%
Dogs 21%

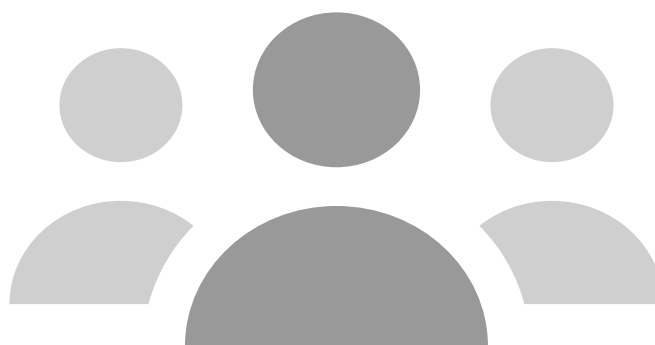


132 pet food companies

200 plants (est.)



Employment



Est. direct employment:
100.000

Est. indirect employment:
900.000



Annual sales of pet food products:

Turnover: € 20.5 billion



Annual value of pet related products and services:

€ 7 billion accessories
€ 9 billion services
Total: € 16 billion



Top pets in Europe

Total Europe: 102.691.000



Cat

Total Europe: 84.911.000



Dog

Total Europe: 49.826.000



Bird**

Total Europe: 28.758.000



Small mammal**

Total Europe: 16.565.000



Aquaria**|***

Total Europe: 7.844.400



Reptile*

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

2%

*excl. Baltic States | ** excl. Baltic States and Nordic Countries | *** This corresponds to an estimated 300 million ornamental fish

FACTS & FIGURES 2017

Top pets in Europe



Cat



Total European Union: **74.407.000**

Total Europe: **102.691.000**

Dog



Total European Union: **66.375.000**

Total Europe: **84.911.000**

Bird



Total European Union: **35.425.000****

Total Europe: **49.826.000****

Small mammal



Total European Union: **21.719.000****

Total Europe: **28.758.000****

Aquarium

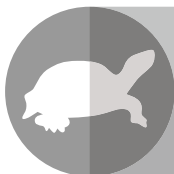
This corresponds to an estimated 300 million ornamental fish



Total European Union: **9.385.000****

Total Europe: **16.565.000****

Reptile



Total European Union: **6.429.400***

Total Europe: **7.844.400***

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