



The European
Pet Food Industry

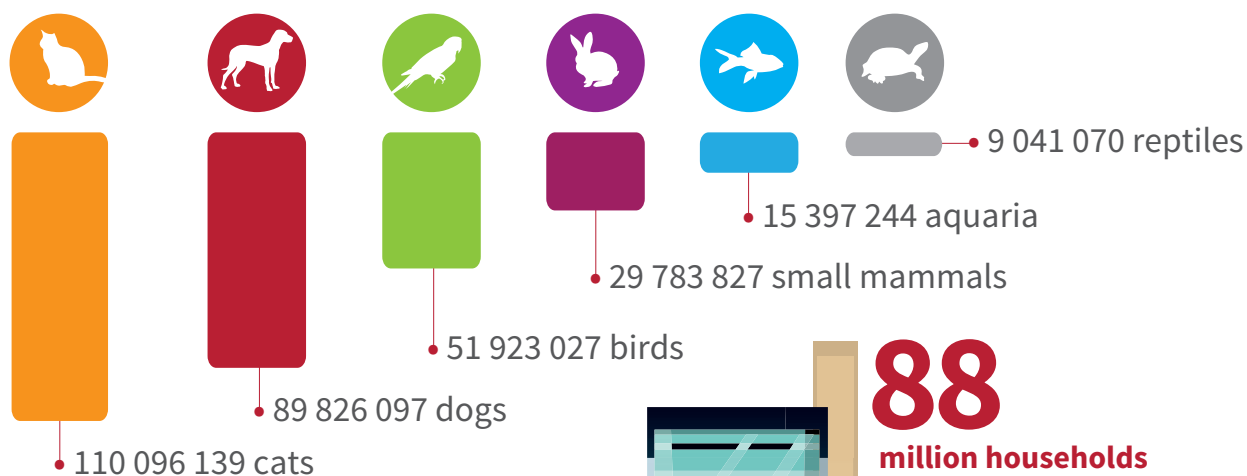


FACTS & FIGURES

2020

European Overview

Top pets in Europe



88

million households
(38% of all households)

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

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

Cats : **25%**
Dogs : **25%**

Europe

Cats : **26%**
Dogs : **24%**



150 pet food companies

200 plants (est.)

8.5 million tons annual sales of pet food products
Turnover: **21.8 bn**

Employment

Est. direct employment: **100 000**

Est. indirect employment: **900 000**

Annual growth rate of the pet food industry **2.8%**
(average value over the past 3 years)

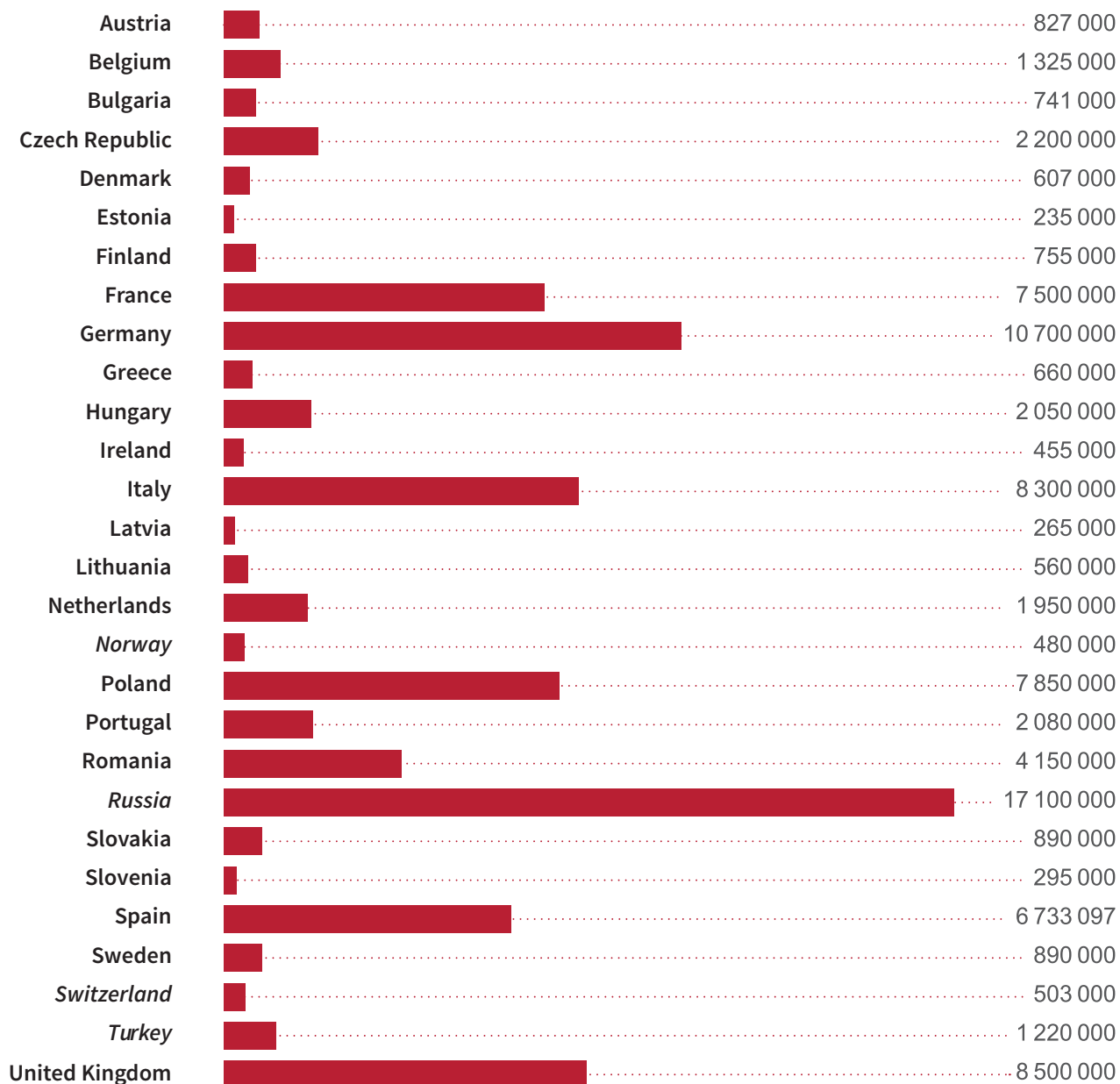
Related services
and products: **21.2 bn**
(9.2 accessories, 12 services)

European dog population



Total European Union : 70 518 097

Total Europe: 89 821 097



Non EU Member States indicated with italics

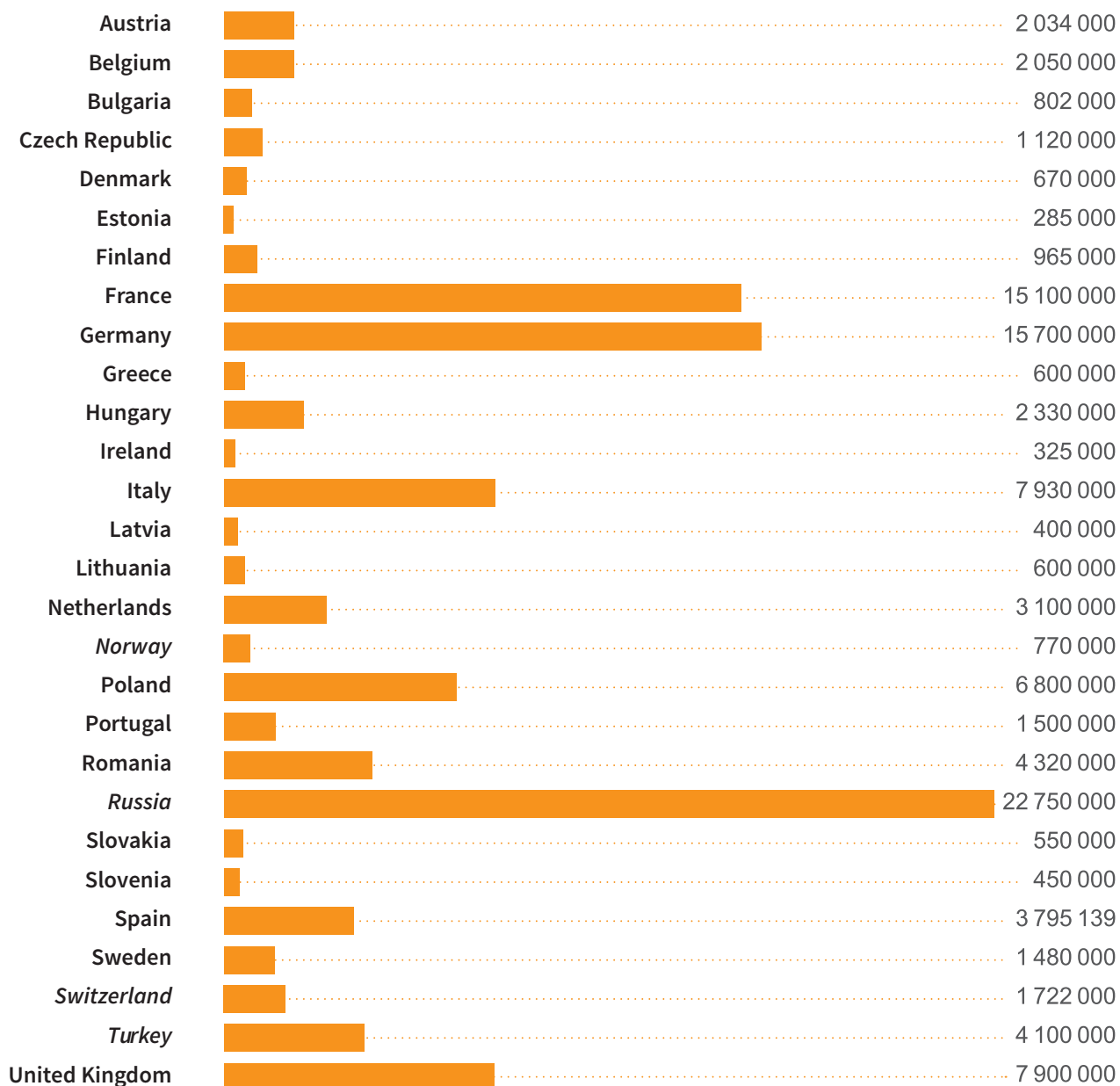
Sources: Figures from FEDIAF and its member associations, pet food companies and estimations based thereupon when indicated
European Union/Europe: "European Union" includes the 28 Member States of the EU whereas "Europe" includes Member States of the Council of Europe

European cat population



Total European Union : 80 806 139

Total Europe: 110 148 139



Non EU Member States indicated with italics

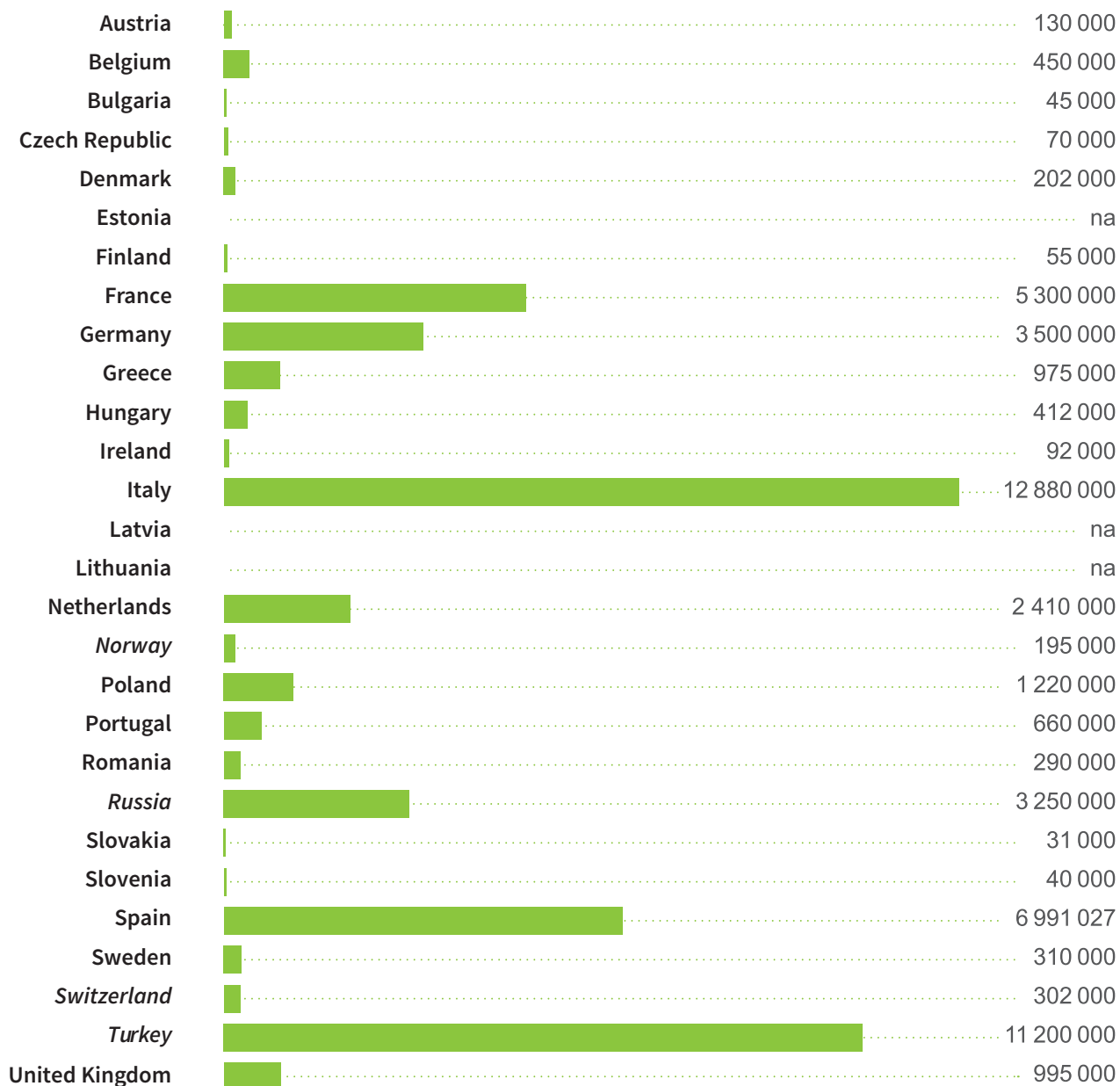
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European ornamental bird population



Total European Union : 37 253 027

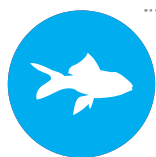
Total Europe: 52 005 027



Non EU Member States indicated with italics

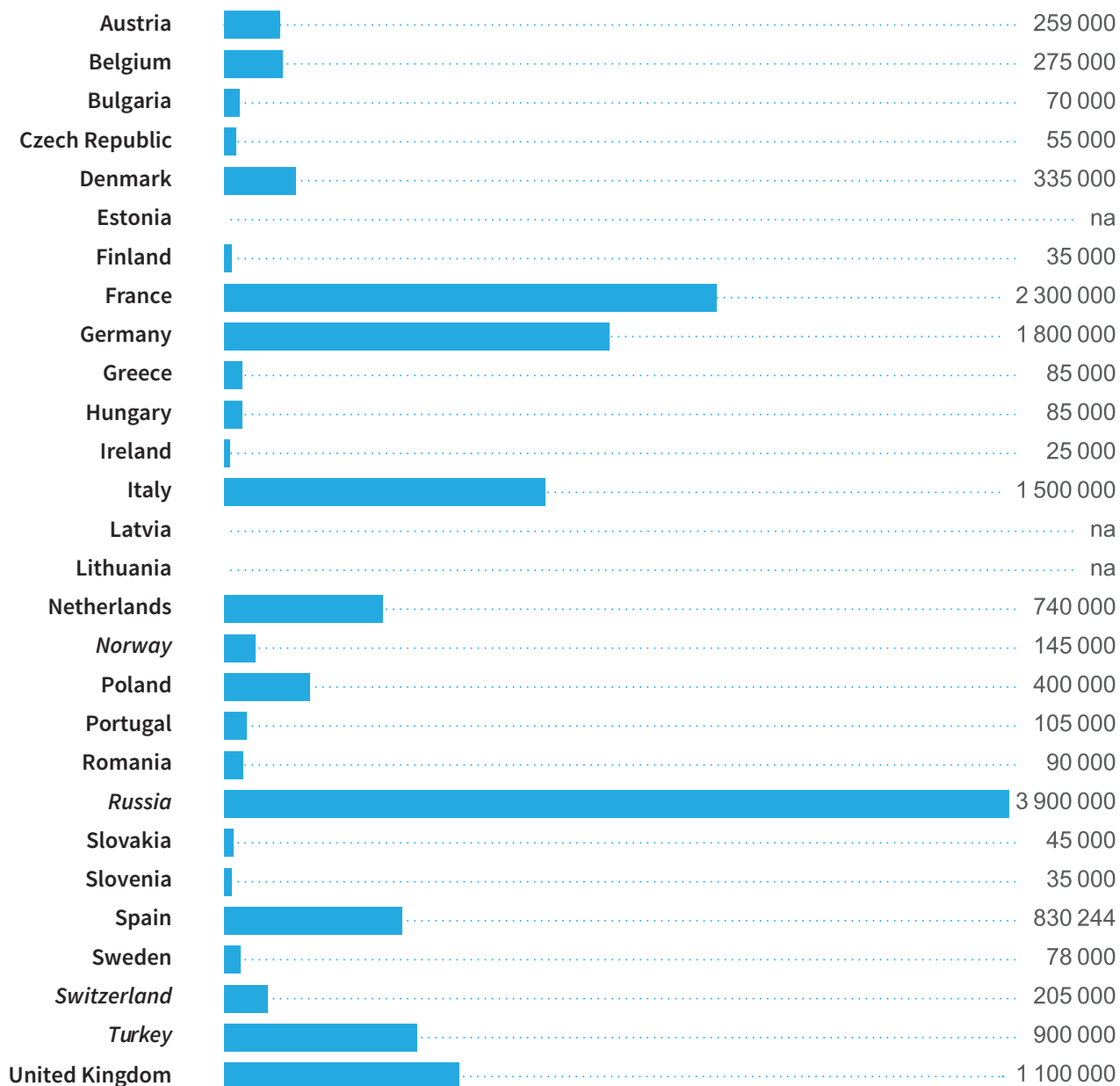
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Estimated number of European aquaria



Total European Union : 15 397 244

Total Europe: 10 392 244



Non EU Member States indicated with italics

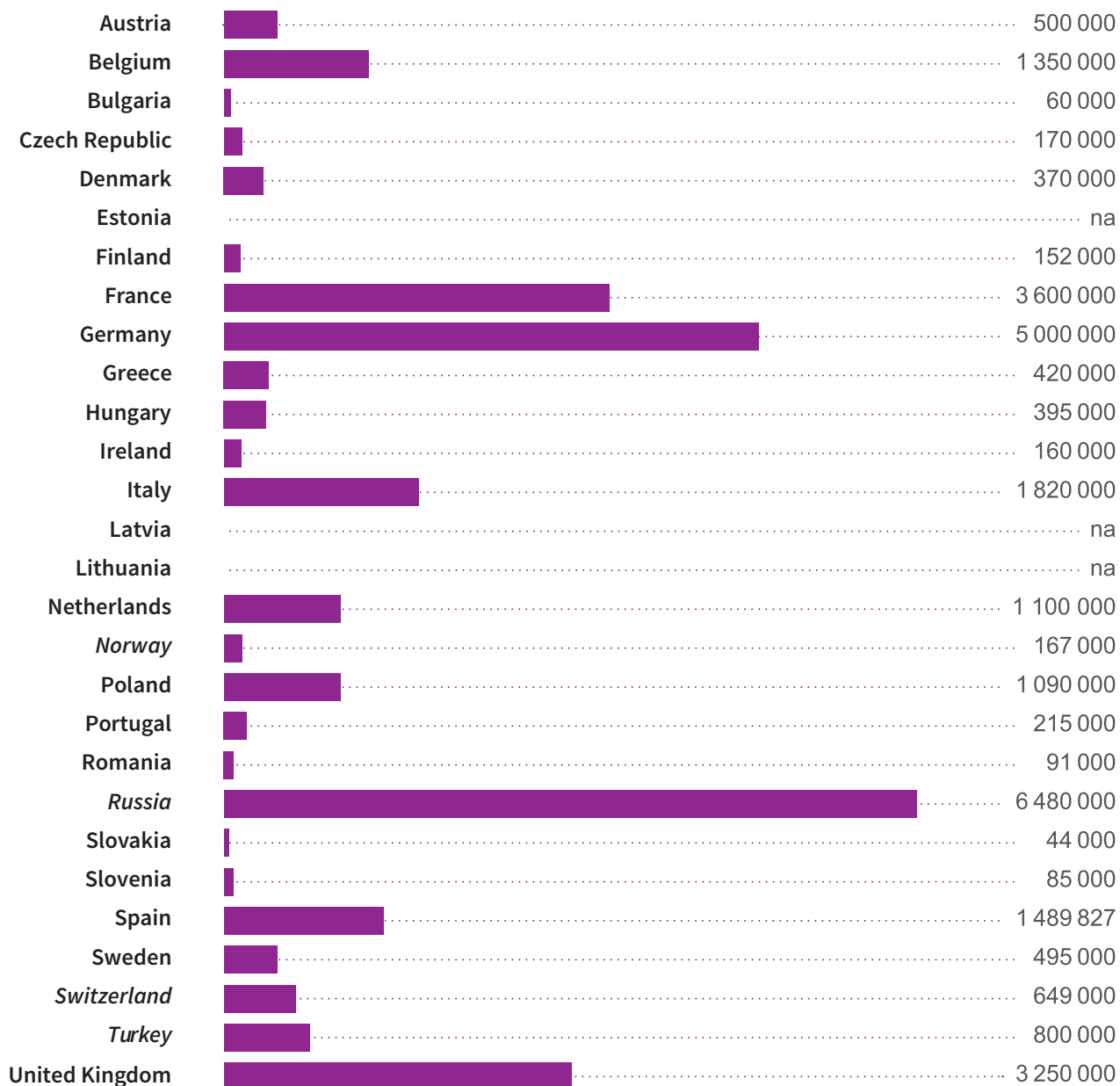
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European small mammal population



Total European Union : 22 023 827

Total Europe: 29 952 827



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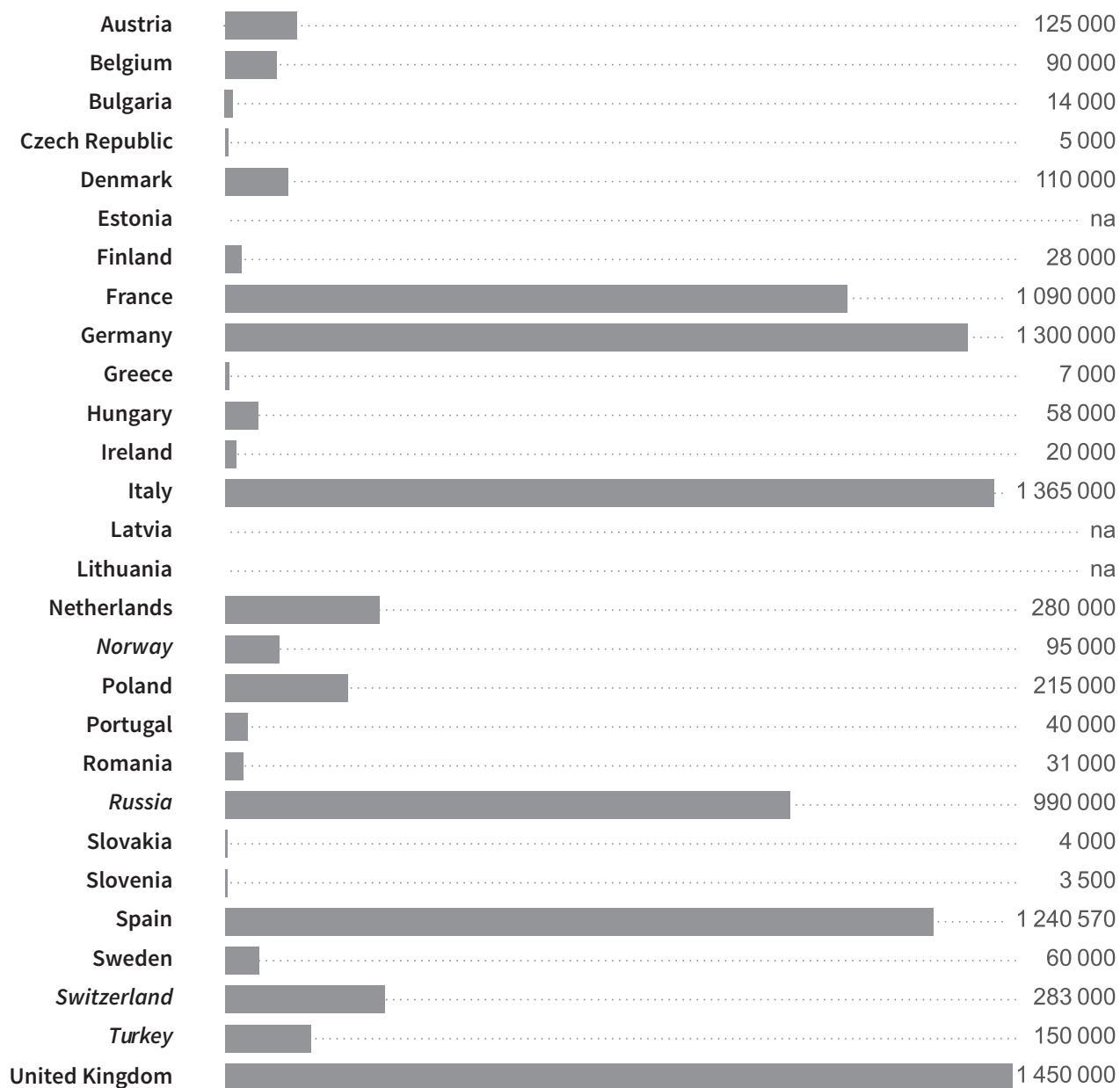
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European reptile population



Total European Union : 7 536 070

Total Europe: 9 054 070



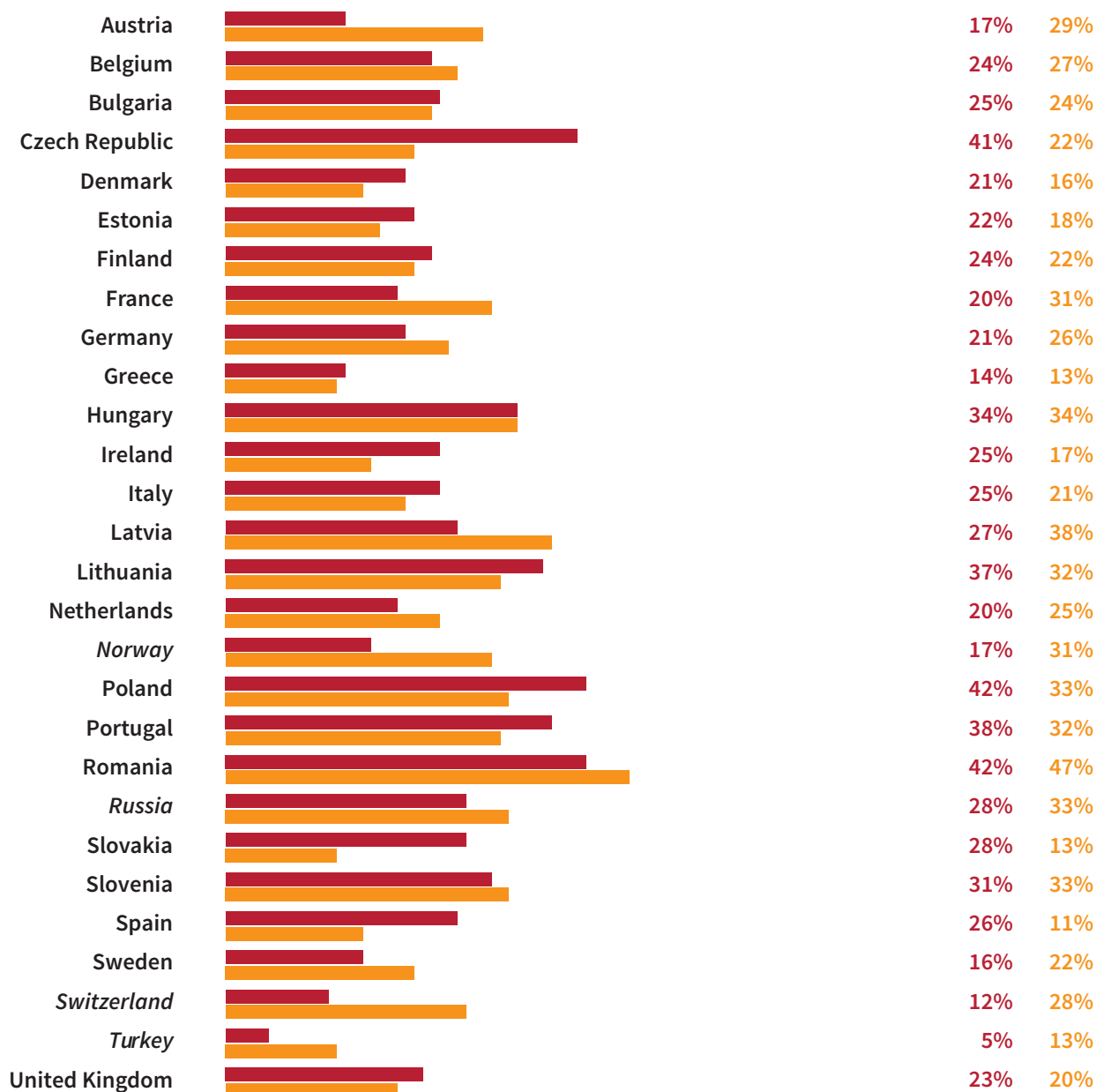
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Estimated percentage of ...



European households
owning at least one cat or one dog



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