



The European
Pet Food Industry

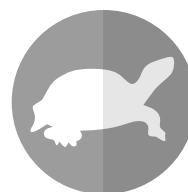
European Facts & Figures 2018

FACTS & FIGURES 2018

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 23% Dogs 25% Europe: Cats 25% Dogs 24%
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: 8.8 million tons Turnover: € 21 billion
Annual value of pet related products and services	€ 8.5 billion accessories € 10 billion services Total: € 18.5 billion
Annual growth rate of the pet food industry (average value over the past 3 years)	2.5 %



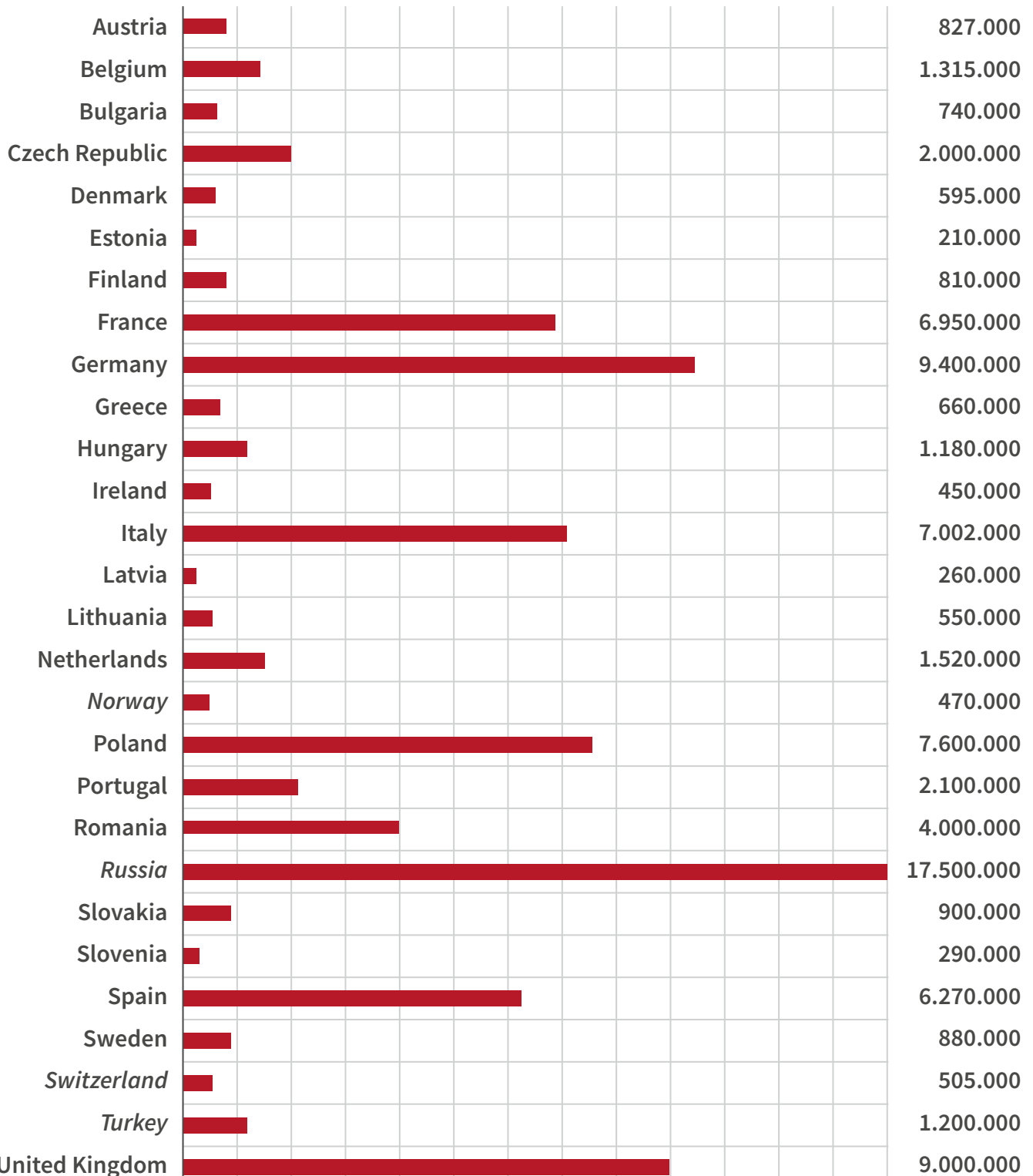
Sources: Figures from FEDIAF and its member associations, pet food companies and estimations based thereupon when indicated
European Union/Europe: "European Union" includes the 28 Member States of the EU whereas "Europe" includes Member States of the Council of Europe

FACTS & FIGURES 2018

European dog population



Total European Union: 65.509.000
Total Europe: 85.184.000



Non EU Member States indicated with italics

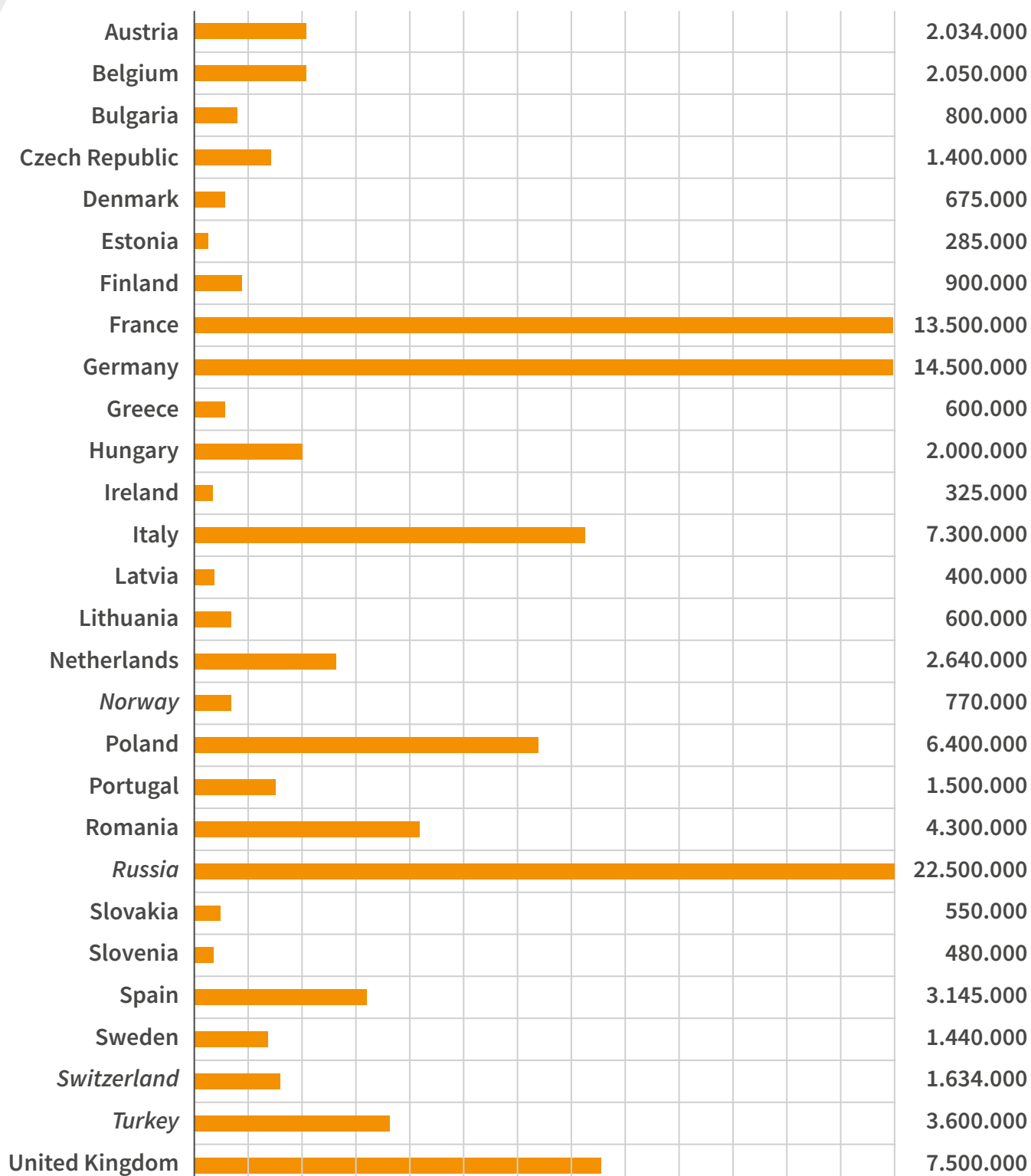
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FACTS & FIGURES 2018

European cat population



Total European Union: 75.324.000
Total Europe: 103.828.000



Non EU Member States indicated with italics

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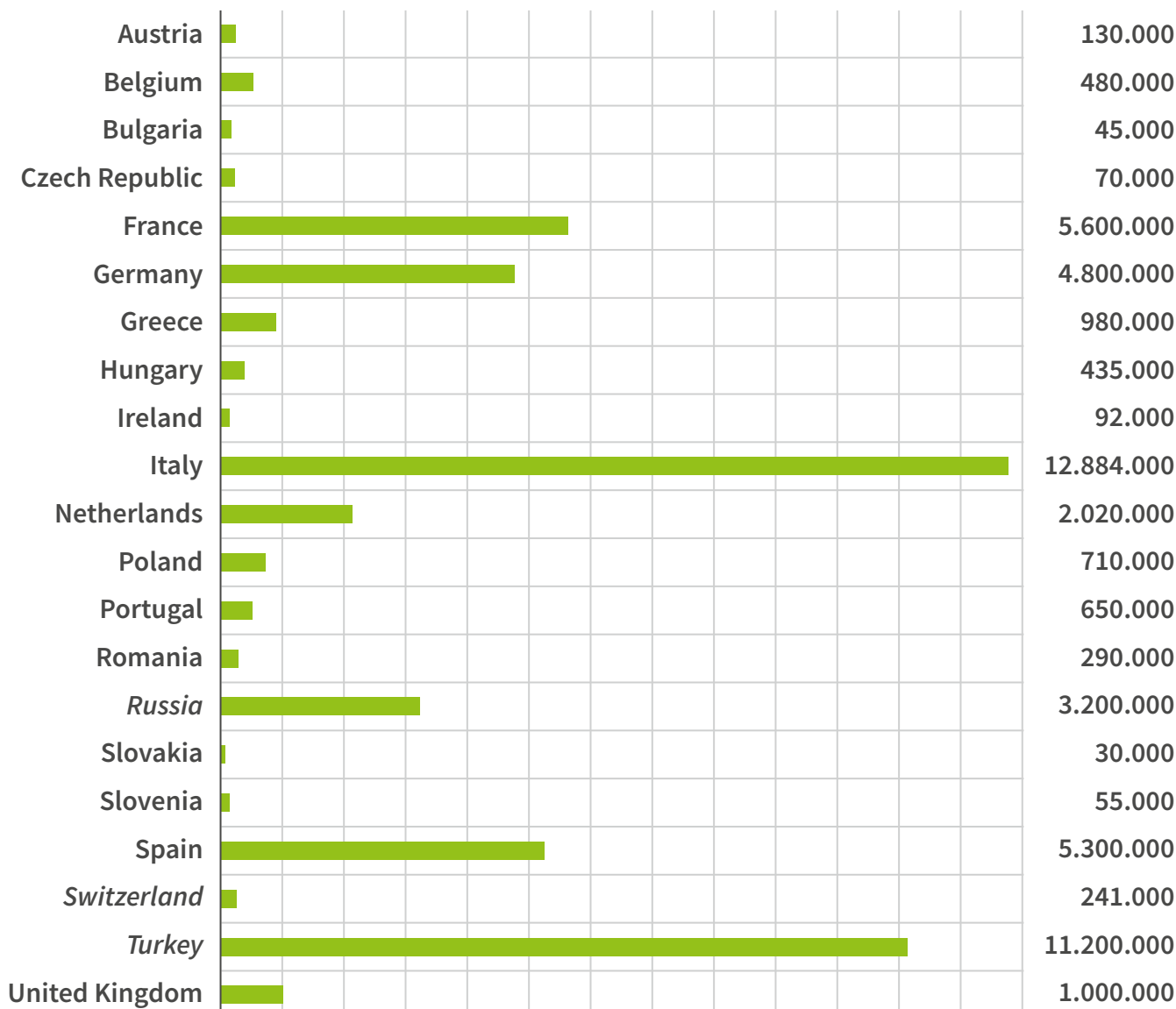
FACTS & FIGURES 2018

European ornamental bird population



Total European Union: 35.571.000
Total Europe: 50.212.000

(excl. Baltic States and Nordic Countries)



Non EU Member States indicated
with italics

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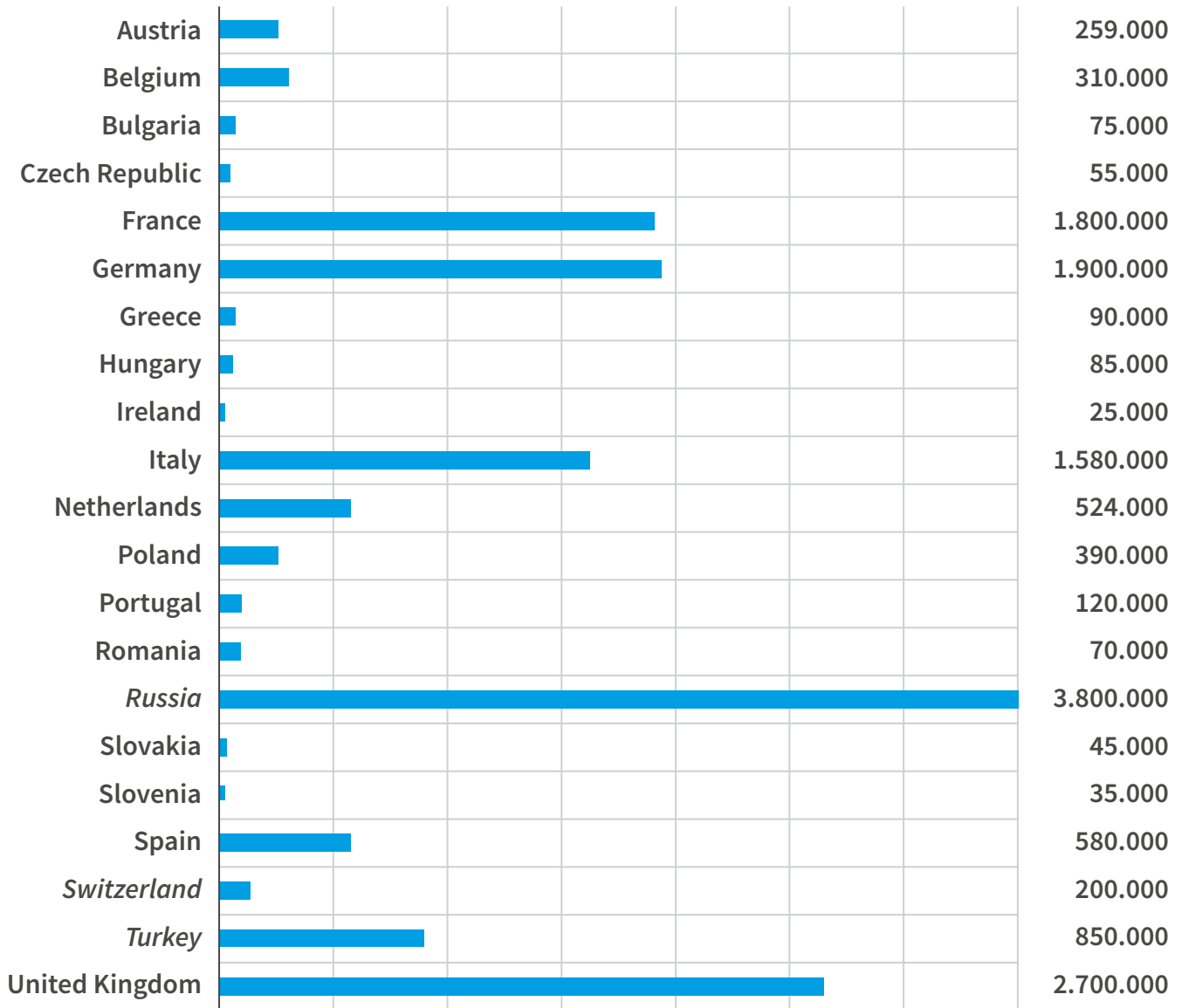
FACTS & FIGURES 2018

Estimated number of European aquaria



Total European Union: 10.643.000
Total Europe: 15.493.000

(excl. Baltic States and Nordic Countries)



Non EU Member States indicated with italics

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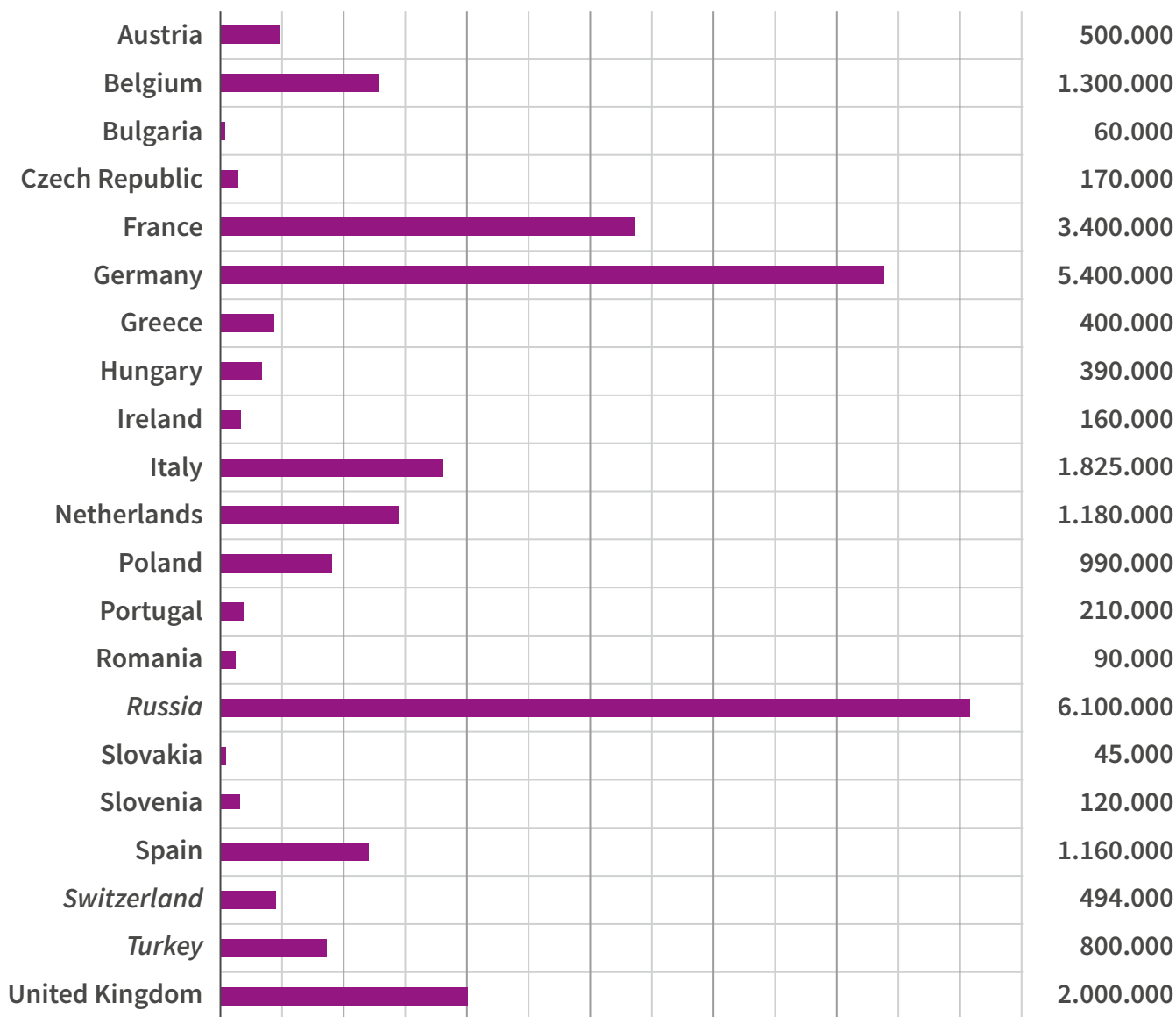
FACTS & FIGURES 2018

European small mammal population



Total European Union: 19.400.000
 Total Europe: 26.794.000

(excl. Baltic States and Nordic Countries)



Non EU Member States indicated with italics

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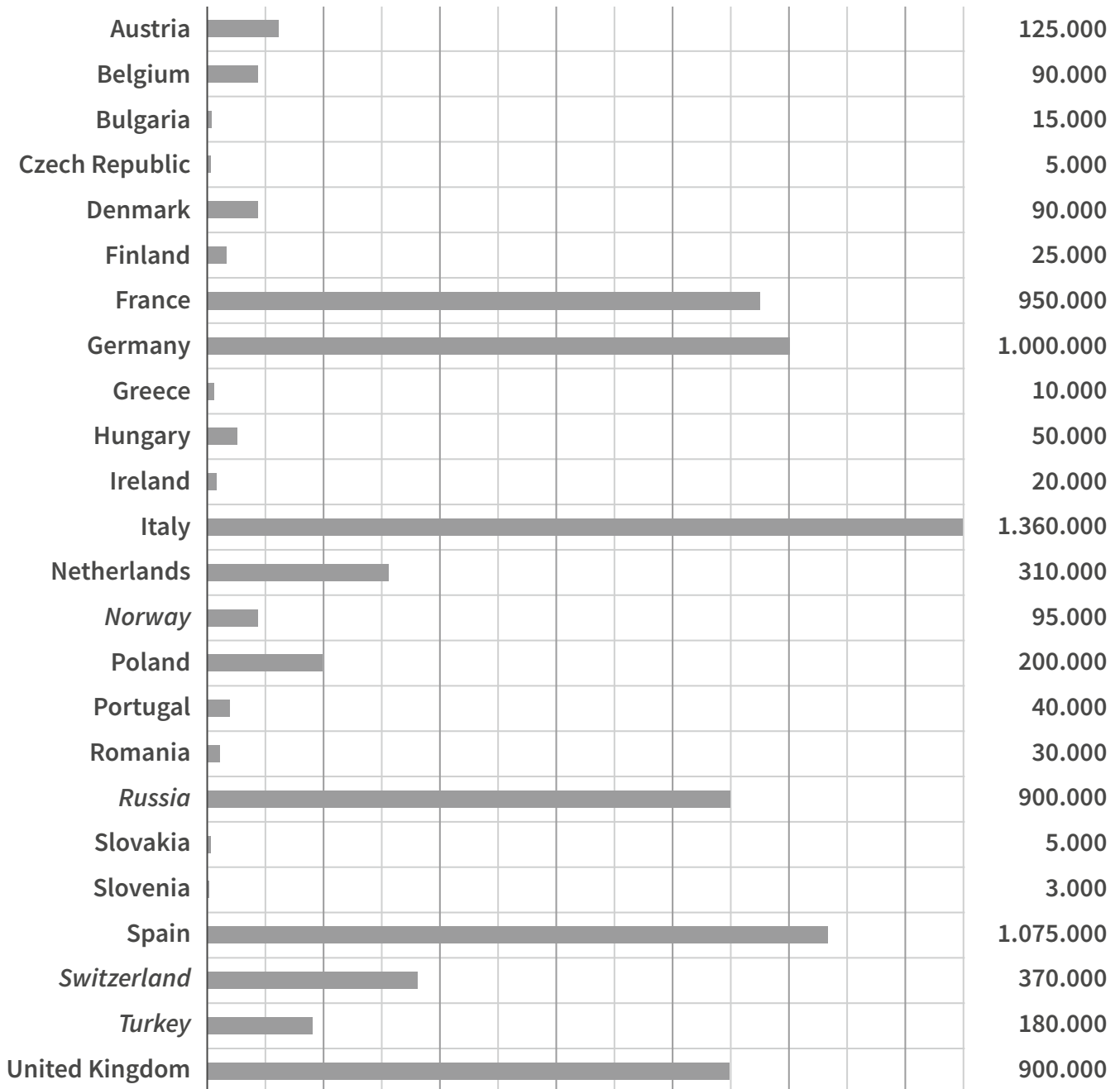
FACTS & FIGURES 2018

European reptile population



Total European Union: 6.303.000
Total Europe: 7.848.000

(excl. Baltic States and Sweden)



Non EU Member States indicated with italics

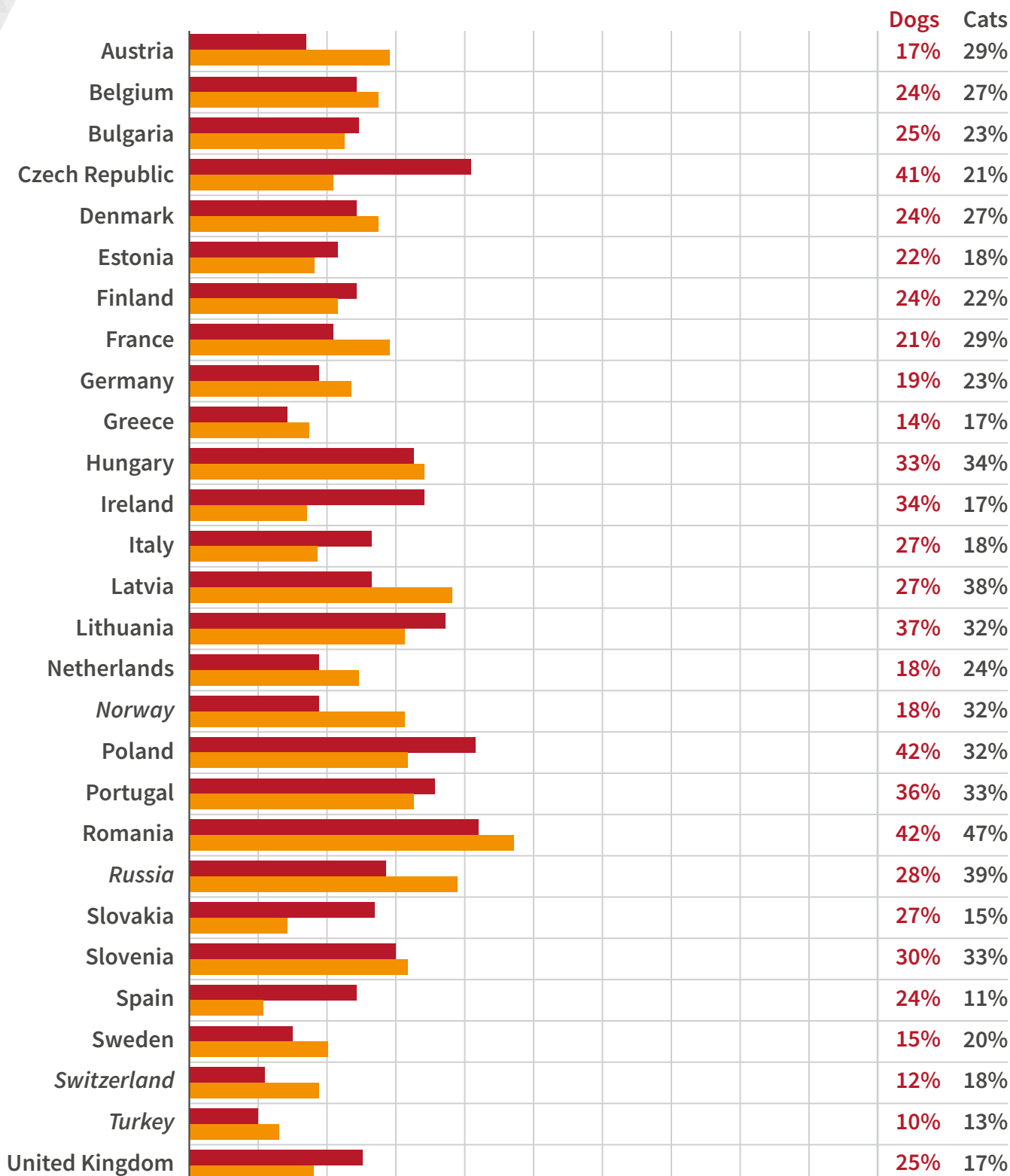
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FACTS & FIGURES 2018

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 2018

The pet food industry



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 23%
Dogs 25%

Europe:
Cats 25%
Dogs 24%

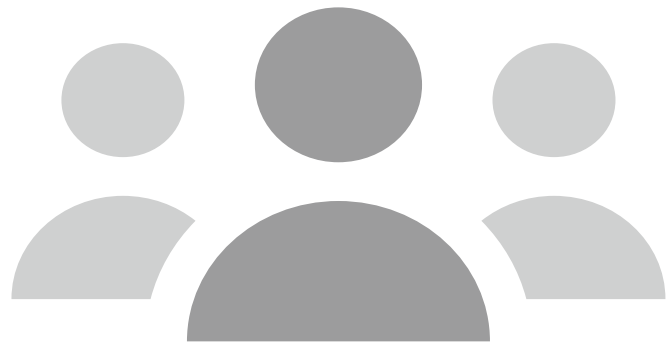


132 pet food companies

200 plants (est.)

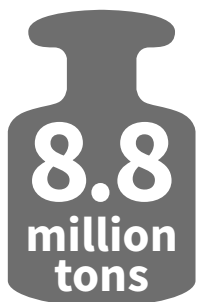


Employment



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:

€ 8,5 billion accessories
€ 10 billion services
Total: € 18,5 billion



Top pets in Europe



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

2,5%

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

FACTS & FIGURES 2018

Top pets in Europe



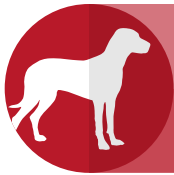
Cat



Total European Union: **75.324.000**

Total Europe: **103.828.000**

Dog



Total European Union: **65.509.000**

Total Europe: **85.184.000**

Bird



Total European Union: **35.571.000****

Total Europe: **50.212.000****

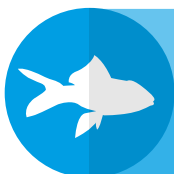
Small mammal



Total European Union: **19.400.000****

Total Europe: **26.794.000****

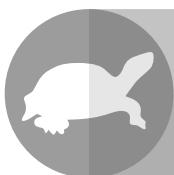
Aquarium This corresponds to an estimated 300 million ornamental fish



Total European Union: **10.643.000****

Total Europe: **15.493.000****

Reptile



Total European Union: **6.303.000***

Total Europe: **7.848.000***

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