

FACTS & FIGURES 2022

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European Pet Food Data: An Updated and Robust Approach

FEDIAF's Facts & Figures are highly regarded throughout Europe and are frequently referenced and quoted by authorities, stakeholders and the media. We were particularly delighted when the Commission quoted our pet population during discussions on proposed companion animal welfare legislation.

With this recognition comes a responsibility to ensure our approach is robust and thorough. This year, we have undertaken a comprehensive update, collaborating with an external data expert at Soulor Consulting to meticulously review both the pet population and market data.

This year, as per tradition, we have liaised with all 15 of our National Association members who have supplied us with their local population figures and market data – where available. Soulor Consulting has then undertaken a rigorous overview, aligning data and implementing additional layers of verification against previous records, inflation figures and other relevant metrics.

It's important to note that we have revised the timeframe for data collection, now gathering information from two years prior to publication. Therefore, in 2024, we will be publishing 2022 data. Due to this shift and the methodology update, we advise against comparing year-on-year data. However, this adjustment ensures consistency moving forward, allowing for reliable comparisons in the future.

For further insights into our methodology, detailed notes are available in our Appendix, providing transparency and clarity regarding our data collection and analysis processes.



Facts & Figures

European Overview 2022



TOTAL POPULATION EXCLUDING AQUARIA: 329M

TOP PETS IN EUROPE



CATS
129m



DOGS
106m



ORNAMENTAL
BIRDS
52m



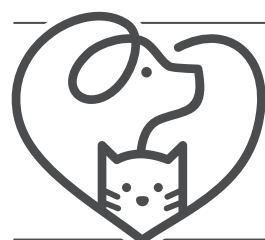
SMALL
MAMMALS
30m



AQUARIA
23m



TERRARIA
12m



166m

households in Europe
have a pet

50%

of households own
a pet

25%

of households own at
least one dog

27%

of households own at
least one cat



29.2 ANNUAL SALES OF PET FOOD PRODUCTS (€bn)

9.9 ANNUAL VOLUME OF PET FOOD PRODUCTS
(Millions Tonnes)

2% ANNUAL GROWTH IN VOLUME (Max)

9% ANNUAL GROWTH OF INDUSTRY

24.6 RELATED SERVICES AND PRODUCTS
(Accessories and Services) €bn

9% GROWTH IN SERVICES AND PRODUCTS



375 NUMBER OF PET FOOD COMPANIES

480 ESTIMATED NUMBER OF PLANTS

283,000 DIRECT EMPLOYMENT

2,300,000 INDIRECT EMPLOYMENT

Data sourced via FEDIAF's National Association members and aligned by Soulor Consulting.
For more information on our methodology, please read the Appendix.



Facts & Figures: European Dog Population

AUSTRIA		837,000
BELGIUM		2,029,000
BULGARIA		752,000
CROATIA		735,500
CZECHIA		2,208,000
DENMARK		643,000
ESTONIA		243,500
FINLAND		797,000
FRANCE		7,600,000
GERMANY		10,600,000
GREECE		655,000
HUNGARY		2,800,000
IRELAND		520,000
ITALY		8,755,000
LATVIA		268,000
LITHUANIA		580,000
NETHERLANDS		1,830,000
NORWAY		500,000
POLAND		8,109,000
PORTUGAL		2,840,000
ROMANIA		4,244,000
RUSSIAN FEDERATION		17,643,000
SLOVAKIA		911,000
SLOVENIA		299,000
SPAIN		9,313,000
SWEDEN		1,051,000
SWITZERLAND		544,000
TÜRKIYE		1,409,000
UKRAINE		4,948,000
UNITED KINGDOM		12,700,000
TOTAL EUROPE		106,364,000
TOTAL EU		68,620,000

Data sourced via FEDIAF's National Association members and aligned by Soulor Consulting.
For more information on our methodology, please read the Appendix.



Facts & Figures: European Cat Population

AUSTRIA		1,985,000
BELGIUM		2,536,000
BULGARIA		817,000
CROATIA		434,000
CZECHIA		1,364,000
DENMARK		698,000
ESTONIA		300,400
FINLAND		1,002,000
FRANCE		14,900,000
GERMANY		15,200,000
GREECE		606,000
HUNGARY		2,380,000
IRELAND		373,000
ITALY		10,228,000
LATVIA		407,000
LITHUANIA		638,000
NETHERLANDS		3,010,000
NORWAY		720,000
POLAND		7,250,000
PORTUGAL		1,957,000
ROMANIA		4,424,000
RUSSIAN FEDERATION		23,262,000
SLOVAKIA		541,000
SLOVENIA		461,000
SPAIN		5,860,000
SWEDEN		1,715,000
SWITZERLAND		1,853,000
TÜRKIYE		4,737,000
UKRAINE		7,575,000
UNITED KINGDOM		11,900,000
TOTAL EUROPE		129,113,400
TOTAL EU		79,086,400

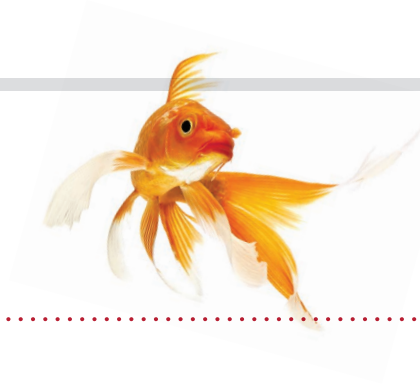
Data sourced via FEDIAF's National Association members and aligned by Soulor Consulting.
For more information on our methodology, please read the Appendix.

Facts & Figures: European Ornamental Bird Population

































AUSTRIA	141,000
BELGIUM	331,000
BULGARIA	45,000
CROATIA	25,700
CZECHIA	68,000
DENMARK	211,000
ESTONIA	10,000
FINLAND	57,000
FRANCE	5,800,000
GERMANY	3,700,000
GREECE	971,000
HUNGARY	415,000
IRELAND	97,000
ITALY	12,882,000
LATVIA	12,000
LITHUANIA	21,000
NETHERLANDS	1,800,000
NORWAY	195,000
POLAND	1,128,000
PORTUGAL	699,000
ROMANIA	296,000
RUSSIAN FEDERATION	3,296,000
SLOVAKIA	31,000
SLOVENIA	40,500
SPAIN	5,002,000
SWEDEN	311,000
SWITZERLAND	300,000
TÜRKİYE	11,477,000
UKRAINE	778,000
UNITED KINGDOM	1,600,000
TOTAL EUROPE	51,740,200
TOTAL EU	34,094,200

Data sourced via FEDIAF's National Association members and aligned by Soulor Consulting.
For more information on our methodology, please read the Appendix.



Facts & Figures: Number of European Aquaria

AUSTRIA		333,000
BELGIUM		320,000
BULGARIA		70,200
CROATIA		41,000
CZECHIA		117,000
DENMARK		292,000
ESTONIA		11,500
FINLAND		41,000
FRANCE		1,252,000
GERMANY		2,300,000
GREECE		90,000
HUNGARY		86,000
IRELAND		28,000
ITALY		1,500,000
LATVIA		14,000
LITHUANIA		24,000
NETHERLANDS		625,000
NORWAY		160,000
POLAND		380,000
PORTUGAL		90,000
ROMANIA		152,000
RUSSIAN FEDERATION		3,768,000
SLOVAKIA		45,000
SLOVENIA		35,500
SPAIN		692,000
SWEDEN		262,000
SWITZERLAND		413,000
TÜRKIYE		864,000
UKRAINE		447,000
UNITED KINGDOM		8,200,000
TOTAL EUROPE		22,653,200
TOTAL EU		8,801,200

Data sourced via FEDIAF's National Association members and aligned by Soulor Consulting.
For more information on our methodology, please read the Appendix.

Facts & Figures: European Small Mammal Population



AUSTRIA		508,000
BELGIUM		1,026,000
BULGARIA		60,100
CROATIA		37,000
CZECHIA		187,000
DENMARK		389,000
ESTONIA		27,000
FINLAND		160,000
FRANCE		2,870,000
GERMANY		4,900,000
GREECE		416,000
HUNGARY		398,000
IRELAND		170,000
ITALY		1,816,000
LATVIA		33,000
LITHUANIA		56,000
NETHERLANDS		775,000
NORWAY		200,000
POLAND		1,252,000
PORTUGAL		238,000
ROMANIA		94,000
RUSSIAN FEDERATION		6,633,000
SLOVAKIA		45,000
SLOVENIA		86,000
SPAIN		1,524,000
SWEDEN		498,000
SWITZERLAND		493,000
TÜRKIYE		821,000
UKRAINE		893,000
UNITED KINGDOM		3,300,000
TOTAL EUROPE		29,905,100
TOTAL EU		17,565,100

Data sourced via FEDIAF's National Association members and aligned by Soulor Consulting.
For more information on our methodology, please read the Appendix.































Facts & Figures: European Terraria



AUSTRIA		129,000
BELGIUM		160,000
BULGARIA		14,000
CROATIA		3,200
CZECHIA		5,300
DENMARK		115,000
ESTONIA		n/a
FINLAND		29,500
FRANCE		2,100,000
GERMANY		1,300,000
GREECE		6,000
HUNGARY		60,000
IRELAND		21,000
ITALY		1,366,000
LATVIA		n/a
LITHUANIA		1,500
NETHERLANDS		153,000
NORWAY		110,000
POLAND		217,000
PORTUGAL		43,000
ROMANIA		32,000
RUSSIAN FEDERATION		1,081,000
SLOVAKIA		3,800
SLOVENIA		3,600
SPAIN		1,465,000
SWEDEN		60,000
SWITZERLAND		413,000
TÜRKIYE		160,000
UKRAINE		897,000
UNITED KINGDOM		2,100,000
TOTAL EUROPE		12,048,900
TOTAL EU		7,287,900

Data sourced via FEDIAF's National Association members and aligned by Soulor Consulting.
For more information on our methodology, please read the Appendix.

Facts & Figures: European Population Total

AUSTRIA		3,933,000
BELGIUM		6,402,000
BULGARIA		1,758,300
CROATIA		1,276,400
CZECHIA		3,949,300
DENMARK		2,348,000
ESTONIA		592,400
FINLAND		2,086,500
FRANCE		34,522,000
GERMANY		38,000,000
GREECE		2,744,000
HUNGARY		6,139,000
IRELAND		1,209,000
ITALY		36,547,000
LATVIA		734,000
LITHUANIA		1,320,500
NETHERLANDS		7,822,000
NORWAY		1,885,000
POLAND		18,336,600
PORTUGAL		5,867,000
ROMANIA		9,242,000
RUSSIAN FEDERATION		55,683,000
SLOVAKIA		1,576,800
SLOVENIA		925,600
SPAIN		23,856,000
SWEDEN		3,897,000
SWITZERLAND		4,016,000
TÜRKİYE		19,468,000
UKRAINE		15,538,000
UNITED KINGDOM		39,800,000
TOTAL EUROPE		351,474,400
TOTAL EU		215,084,400

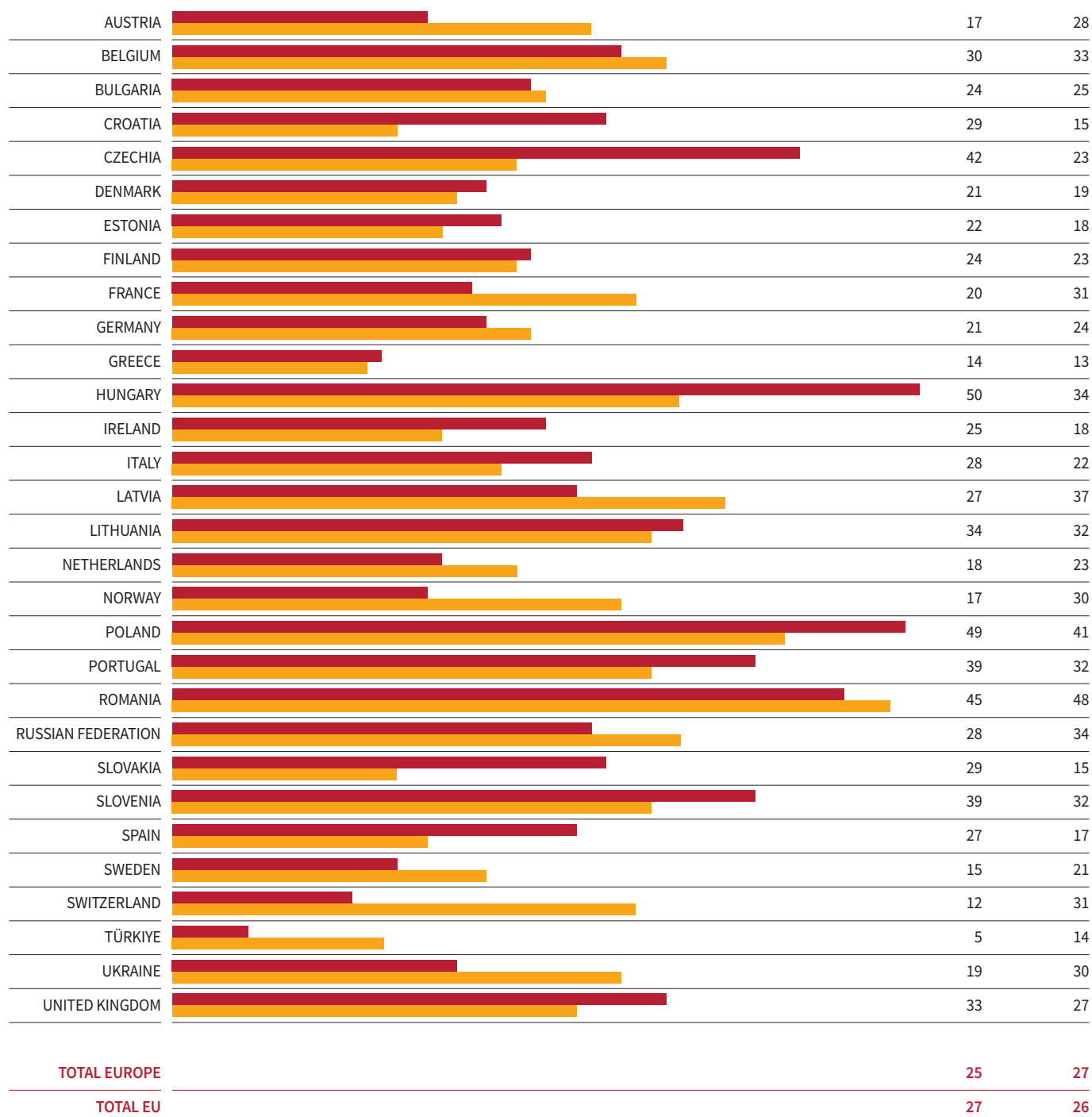
Data sourced via FEDIAF's National Association members and aligned by Soulor Consulting.
For more information on our methodology, please read the Appendix.

Facts & Figures: European Population Total Excluding Aquaria

AUSTRIA		3,600,000
BELGIUM		6,082,000
BULGARIA		1,688,100
CROATIA		1,235,400
CZECHIA		3,832,300
DENMARK		2,056,000
ESTONIA		580,900
FINLAND		2,045,500
FRANCE		33,270,000
GERMANY		35,700,000
GREECE		2,654,000
HUNGARY		6,053,000
IRELAND		1,181,000
ITALY		35,047,000
LATVIA		720,000
LITHUANIA		1,296,500
NETHERLANDS		7,475,000
NORWAY		1,725,000
POLAND		17,956,600
PORTUGAL		5,777,000
ROMANIA		9,090,000
RUSSIAN FEDERATION		51,915,000
SLOVAKIA		1,531,800
SLOVENIA		890,100
SPAIN		23,164,000
SWEDEN		3,635,000
SWITZERLAND		3,603,000
TÜRKIYE		18,604,000
UKRAINE		15,091,000
UNITED KINGDOM		31,600,000
TOTAL EUROPE		329,099,200
TOTAL EU		206,561,200

Data sourced via FEDIAF's National Association members and aligned by Soulor Consulting.
For more information on our methodology, please read the Appendix.

Facts & Figures: % of European Households Owning at Least One Dog or One Cat



Data sourced via FEDIAF's National Association members and aligned by Soulor Consulting.
For more information on our methodology, please read the Appendix.

Appendix

PET POPULATION DATA METHODOLOGY

This year FEDIAF's member national associations provided data for 2022.

The decision to publish figures from two years previously was made in order to harmonize data. Previously, some markets have been unable to provide the most recent year of data in time for publication.

For countries where member associations provided 2022 data, this data was checked against 2021 to ensure consistency. In some cases this year's data is the same as the data published last year. Where we do not have a member association, or if European countries were unable to supply data, Soulor Consulting made estimates based on data published by FEDIAF for 2021 using a new methodology by looking at household growth 2021 - 2022.

Most of our national associations provide FEDIAF with aquaria as they now understand that we collect aquaria not fish. As a result, FEDIAF has not had to 'translate' fish numbers into aquaria. Where markets have not provided any data, Soulor has based figures on what was published in 2021 and the number has been aligned according to the average number of pets per household.

Please note that this year an additional country has been added: Croatia.

The Total Europe & EU total households owning a pet percentages are calculated from those National Associations that submitted a number for households owning a pet (total) which were FR, DE, NL, ES & GB. Those countries account for 40% of the total pet population (Total Europe, 64% for EU). Those calculated percentages of households owning for those five countries was applied to the number of total households for Total Europe and EU.

All final population data was rounded.

Due to the change in methodology, comparisons between the data published in this report, should not be compared to previous years.

MARKET DATA METHODOLOGY

As with Population data, this year national associations were asked to provide data for 2022.

Where a national association was not able to provide volume or value sales for the market, this missing data was calculated based on expected price per kilo. Where a country did not submit, the total for total pet was estimated using a new methodology.

As there has been a change in methodology this year which means that no data was available for previous years, the Total Europe value growth figure is the percentage change in consumer price inflation 2021-2022 from European Commission CPI indices (for the EU27) while volume is quoted as a maximum change based on the change in the pet population between 2021 and 2022.

PARTICIPATING MARKETS

Population & Market Data from NA data: AT, BE, CZ, FR, DE, HU, IT, NL, NO, PL, SK, ES, CH, UK (some data points were changed by Soulor Consulting during checking process).

Population & Market Data from FEDIAF/Soulor Consulting Estimates: BG, HR, DK, EE, FI, GR, IE, LV, LT, PT, RO, RU, SI, SE, TR, UA.

2022 Total Population and Total Europe Market Data include all of the listed 30 countries (TotalEU = 24 countries, CY, LU & MT excluded due to small size; IS, LI excluded from EEA due to small size).



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