



**FEDIAF**  
The European Pet Food Industry

# Facts & Figures 2012



**FEDIAF**  
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## FEDIAF Facts & Figures 2012

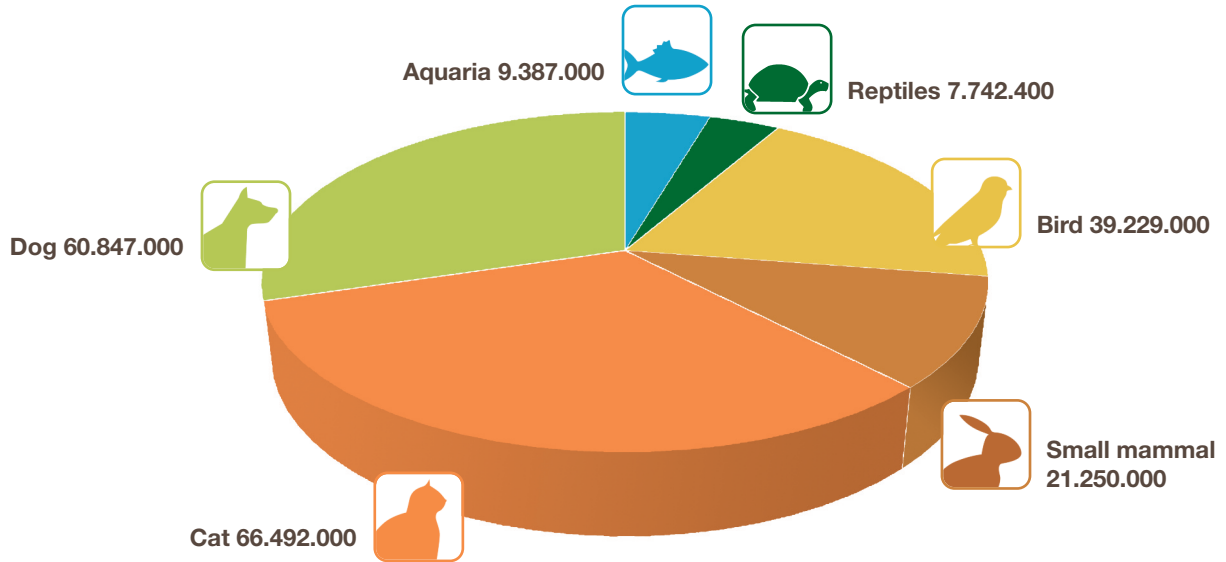
<b>Estimated number of European households owning at least one pet animal</b>	72 million households
<b>Estimated percentage of European households owning at least one cat or one dog</b>	Europ. Union: Cats 24%, Dogs 25% Europe: Cats 24%, Dogs 24%
<b>Number of pet food producing companies</b>	650 plants
<b>Employment</b> indirect employment is an estimation based on an approximate 200.000 veterinarians in Europe, an estimated 60.000 pet specialist stores, medication/vaccination, suppliers to the pet food industry, pet accessories industry, trade shows, pet press, breeders, animal welfare organizations, transport...	direct employment pet food industry: 50.000 indirect employment: 500.000
<b>Annual sales of pet food products</b>	Volume: 8.5 million tons Turnover: € 13.8 billion
<b>Annual value of pet related products and services</b> this estimated figure includes in particular breeders, dog training, pet accessories, grooming, veterinarians, insurances, medication, vaccination...	Turnover: € 11 billion
<b>Annual growth rate of the pet food industry (average value over the past 3 years)</b>	2.0 %



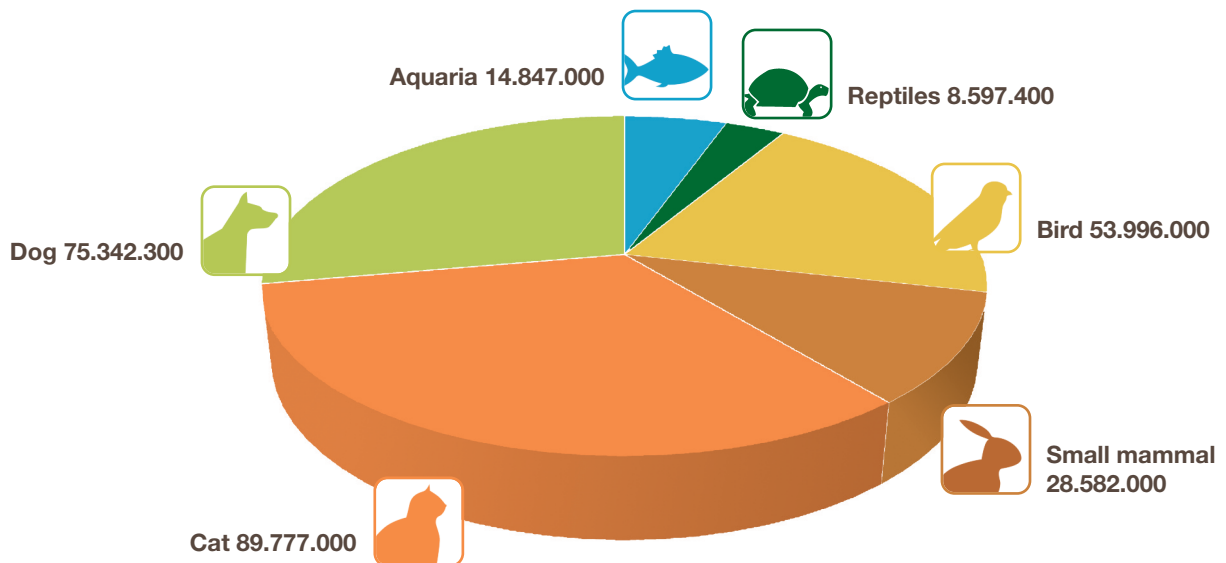
# Pet population at a glance

## Total European Union: 204.947.400\*

\*) For birds, aquaria, small mammals and reptiles excl. Baltic States



## Total Europe: 271.141.700



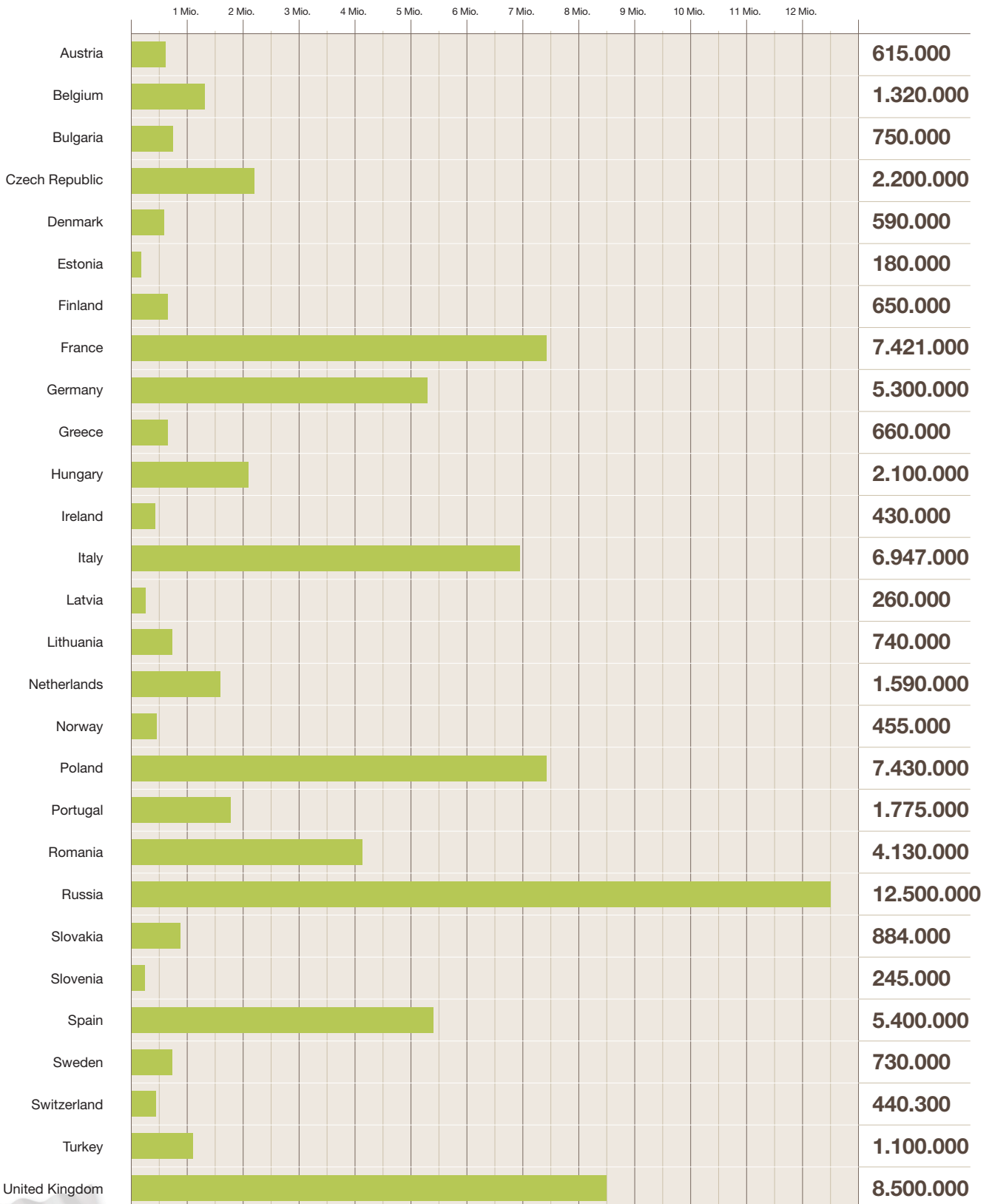


# Dog population



**Total European Union: 60.847.000**

**Total Europe: 75.342.300**



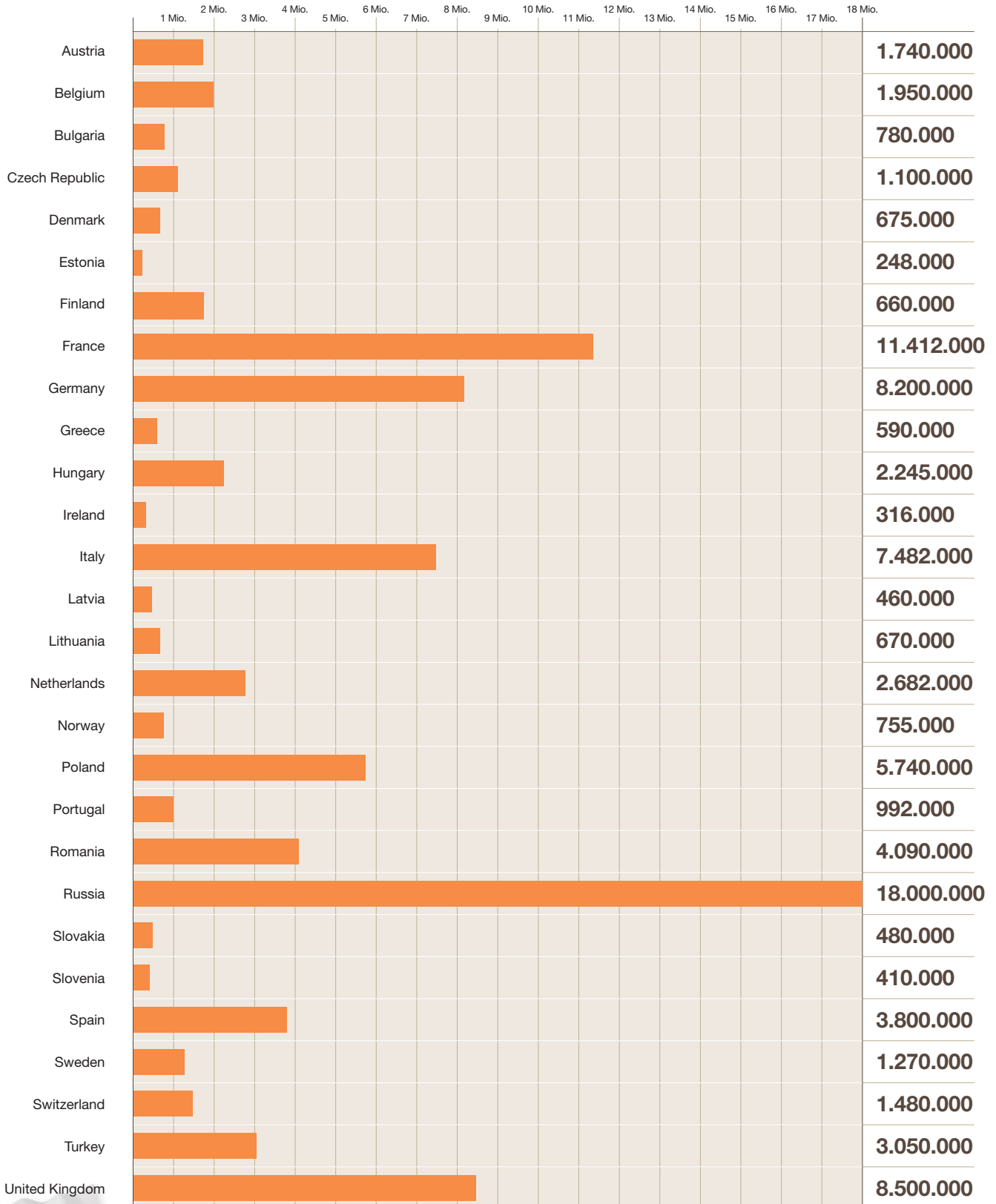


# Cat population



**Total European Union: 66.492.000**

**Total Europe: 89.777.000**



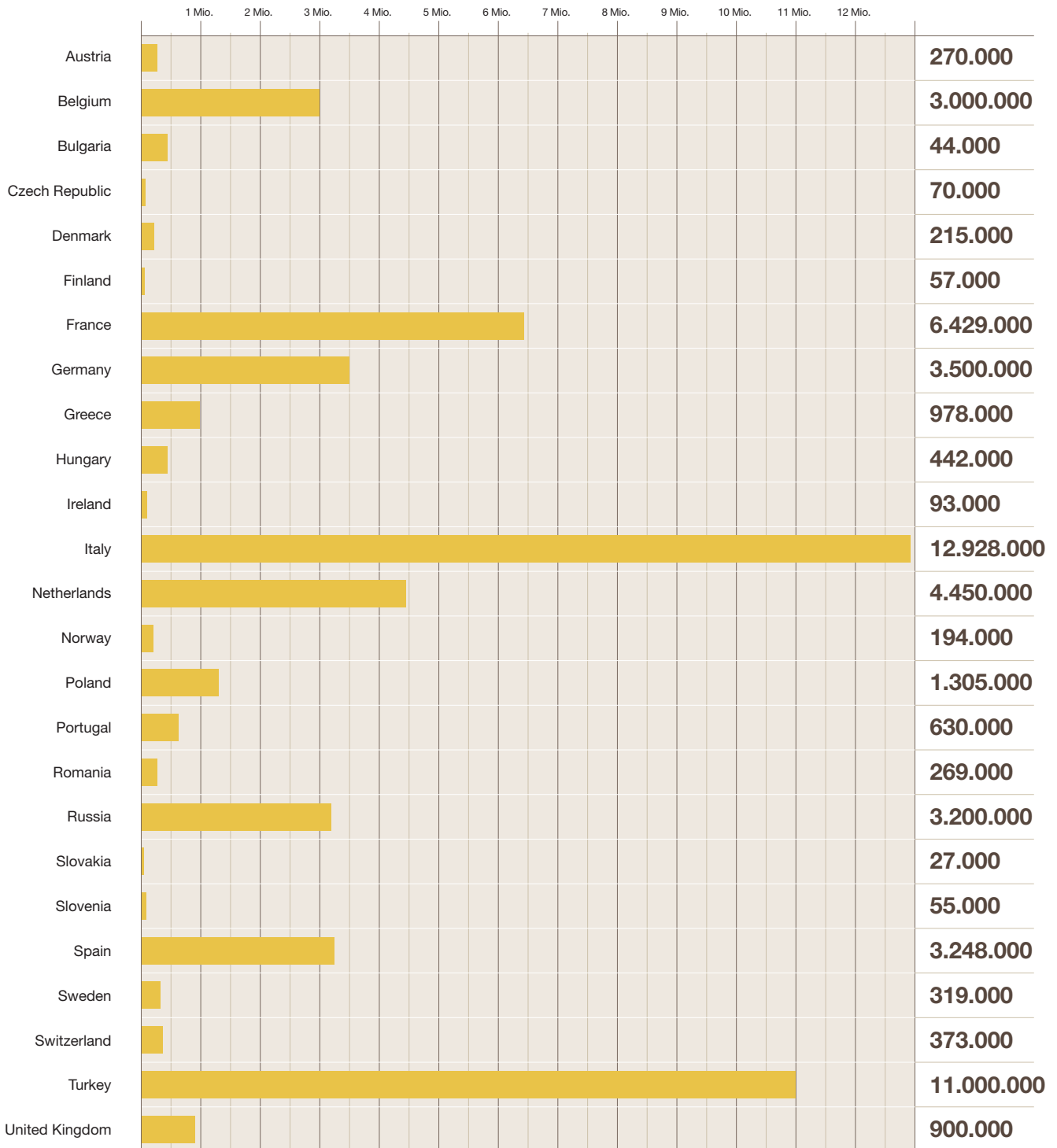


# Ornamental bird population



**Total European Union: 39.229.000** (excl. Baltic States)

**Total Europe: 53.996.000**



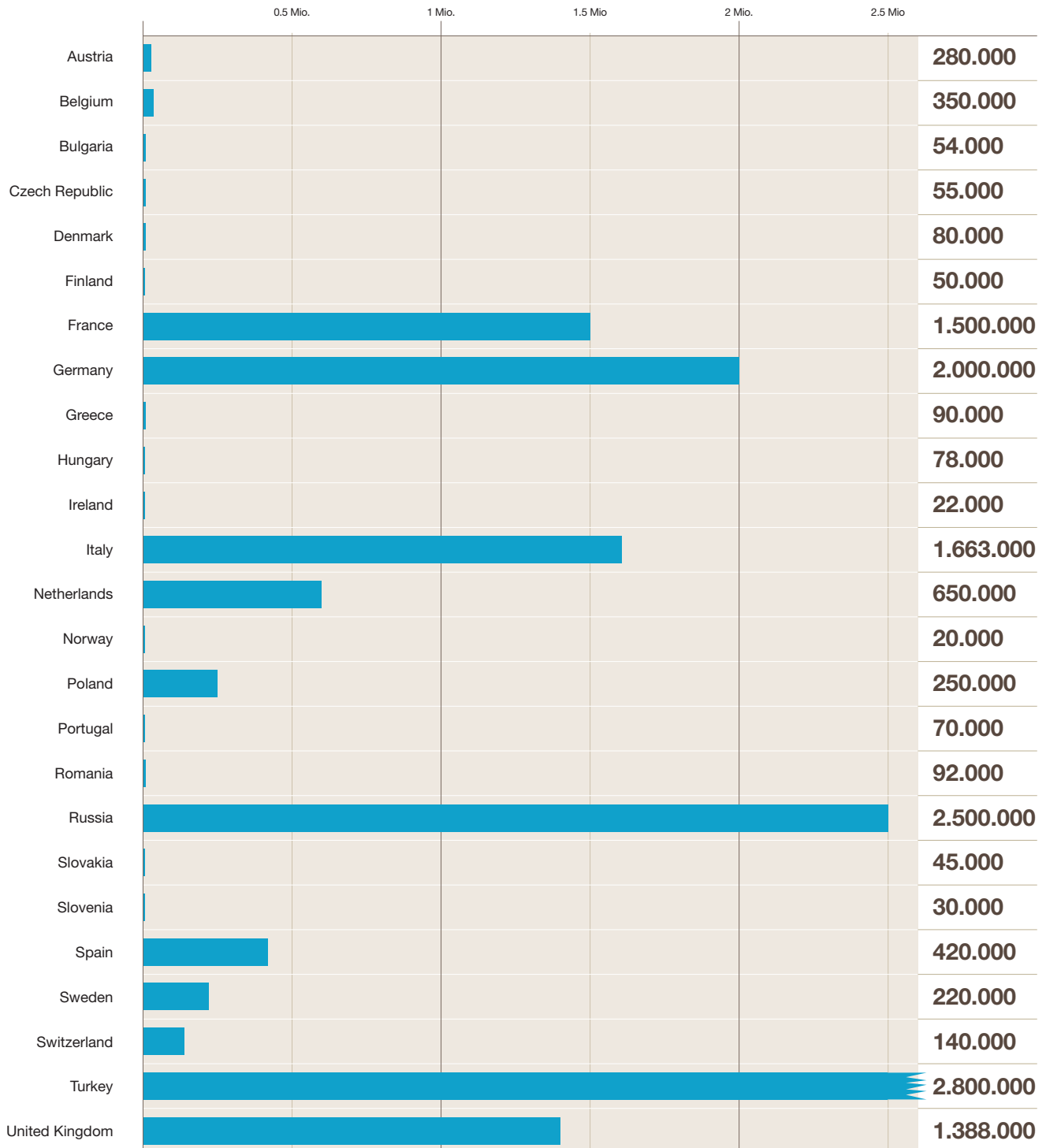


# Ornamental fish: number of aquaria



**Total European Union: 9.387.000** (excl. Baltic States)

**Total Europe: 14.847.000**

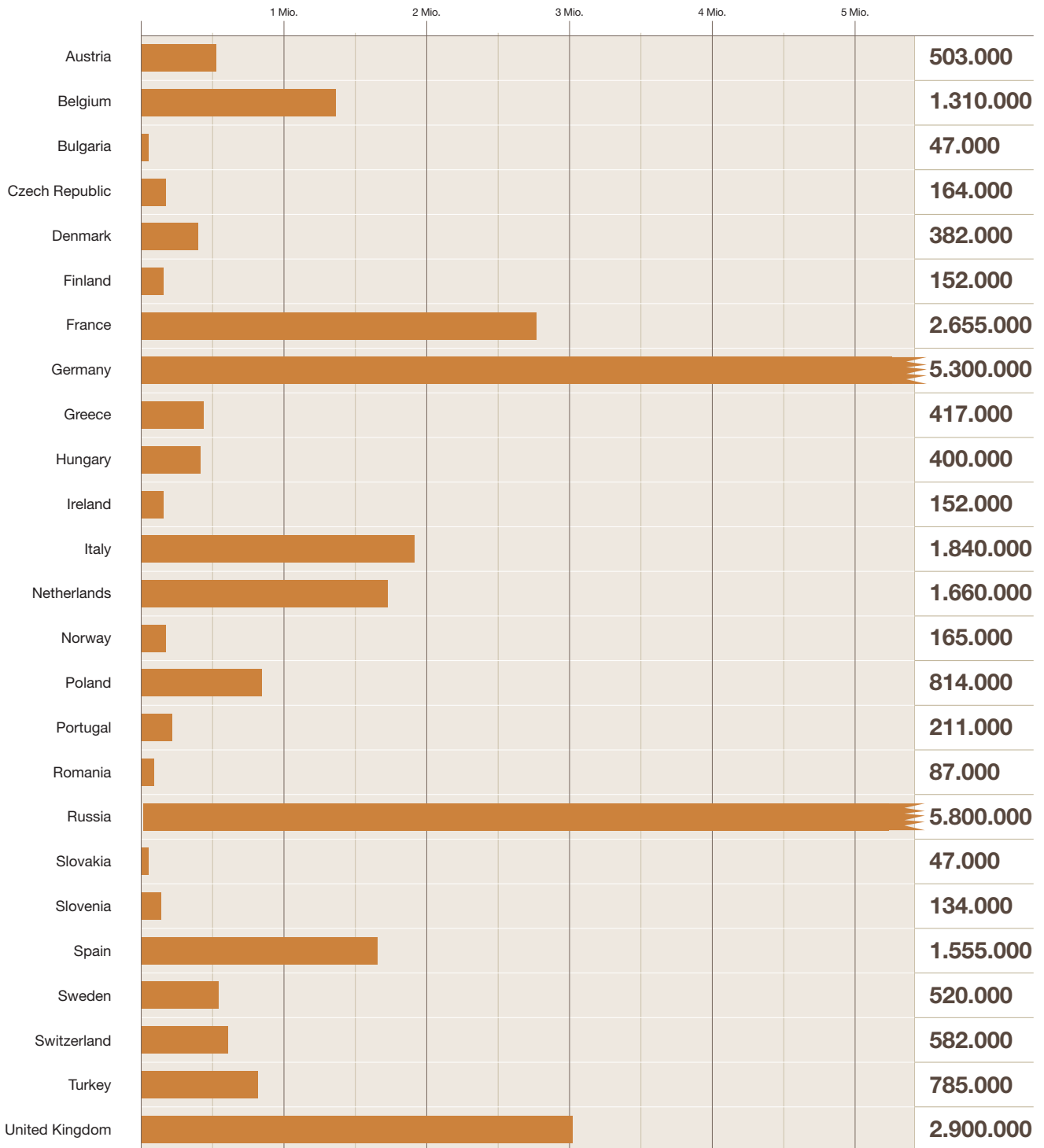




# Small mammal population



**Total European Union: 21.250.000** (excl. Baltic States)  
**Total Europe: 28.582.000**





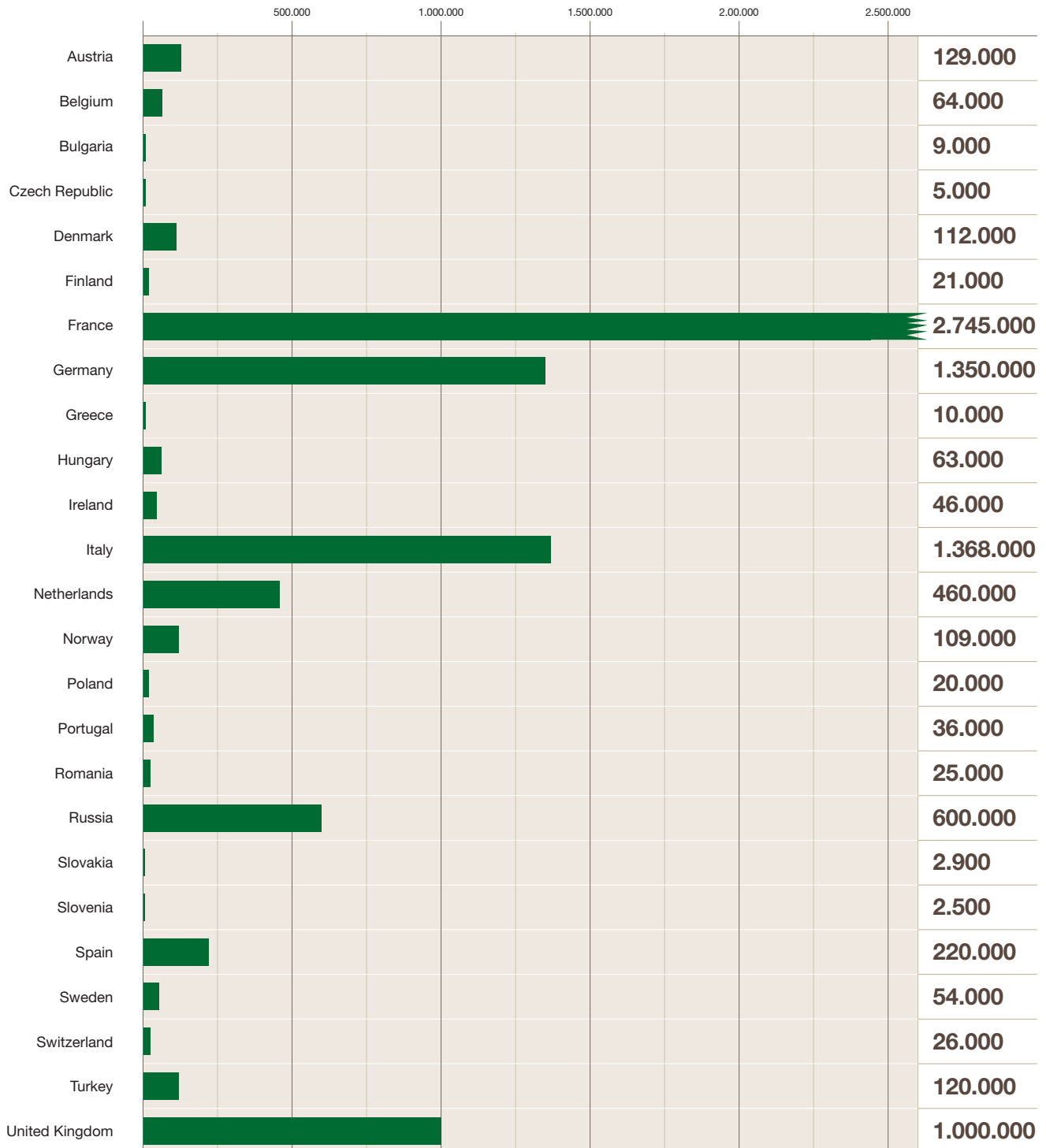


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## Reptile population



**Total European Union: 7.742.400** (excl. Baltic States)  
**Total Europe: 8.597.400**





# Estimated percentage of ...



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

