

# 2025

## FACTS & FIGURES

Based on aggregated data from 2023



FEDIAF | The Voice of the European Pet Food Industry



FACTS & FIGURES 2023

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# European Pet Food Data: An Updated and Robust Approach

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**FEDIAF's Facts & Figures are highly regarded throughout Europe and frequently referenced by authorities, stakeholders, and the media. We are delighted that the European Commission cites our pet population data during discussions, alongside numerous pet industry and veterinary colleagues.**

With this recognition comes the responsibility to ensure our approach remains robust and thorough. Last year, we undertook a comprehensive update, working with external data experts at Soulor Consulting to meticulously review both pet population and market data. This year, Soulor has continued to manage the data collection process.

As per tradition, we have liaised with all 15 of our National Association members, who have supplied local population figures and market data—where available. The participating countries are listed in the Appendix (page 15). Soulor Consulting has conducted a rigorous review, aligning data and applying additional layers of verification against previous records, inflation figures, and other relevant metrics.

It is important to note that our list of European countries has evolved. Russia is no longer included and we have incorporated a set of new countries that were previously

not included to ensure that the data covers all of the European Union (EU), European Economic Area (EEA) and most of the remaining Council of Europe member states (the report now covers 41 of the 48 CoE members).

Mirroring last year's methodology, we now gather data from two years prior to publication. Therefore, in 2025, we will publish data from 2023\*. Due to changes in the countries included, we advise against making direct year-on-year comparisons.

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



\*No Swiss data was collected in 2023 or 2024. In 2025, a new methodology was used, and this data is included in the report and Total Europe figures. A notable change from 2022 makes its inclusion necessary.

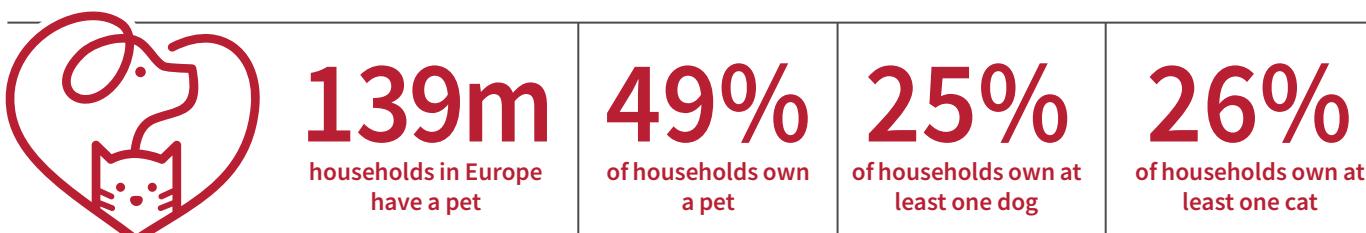
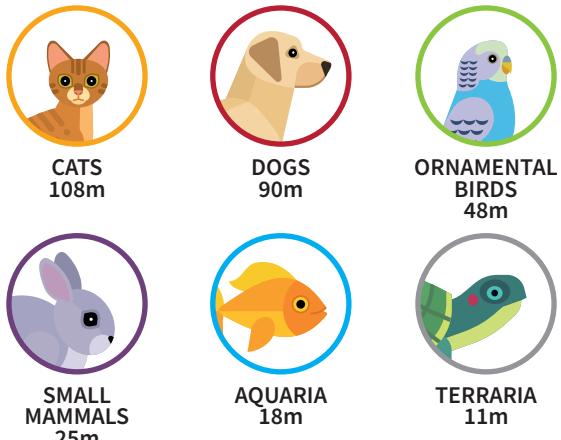


# Facts & Figures European Overview 2023



TOTAL POPULATION EXCLUDING AQUARIA: 282M

## TOP PETS IN EUROPE



**29.3** TOTAL EUROPEAN VALUE (€bn)

**9.1** TOTAL EUROPEAN VOLUME (Millions Tonnes)

**9%** TOTAL EUROPEAN VALUE GROWTH

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

**9%** GROWTH IN SERVICES AND PRODUCTS



**400+** NUMBER OF PET FOOD COMPANIES

**500+** ESTIMATED NUMBER OF PLANTS

\*Russia is no longer included and we have incorporated a set of new countries that were previously not included to ensure that the data covers all of the European Union (EU), European Economic Area (EEA) and most of the remaining Council of Europe member states (the report now covers 41 of the 48 CoE members). Details are available in the Appendix.

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



Albania	105,000
Austria	836,000
Belgium	2,052,000
Bosnia & Herzegovina	189,000
Bulgaria	729,000
Croatia	709,000
Cyprus	59,000
Czechia	2,229,000
Denmark	641,000
Estonia	250,000
Finland	805,000
France	7,600,000
Germany	10,500,000
Greece	652,000
Hungary	2,772,000
Iceland	26,000
Ireland	517,000
Italy	8,766,000
Kosovo	52,000
Latvia	271,000
Liechtenstein	2,000
Lithuania	614,000
Luxembourg	72,000
Malta	74,000
Montenegro	39,000
Netherlands	1,777,000
North Macedonia	86,000
Norway	500,000
Poland	8,440,000
Portugal	3,008,000
Rep. of Moldova	193,000
Romania	4,251,000
Serbia	483,000
Slovakia	909,000
Slovenia	301,000
Spain	9,463,000
Sweden	1,062,000
Switzerland	515,000
Türkiye	1,453,000
Ukraine	4,913,000
United Kingdom	11,700,000
<b>TOTAL EUROPE</b>	<b>89,615,000</b>
<b>TOTAL EU</b>	<b>69,359,000</b>

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

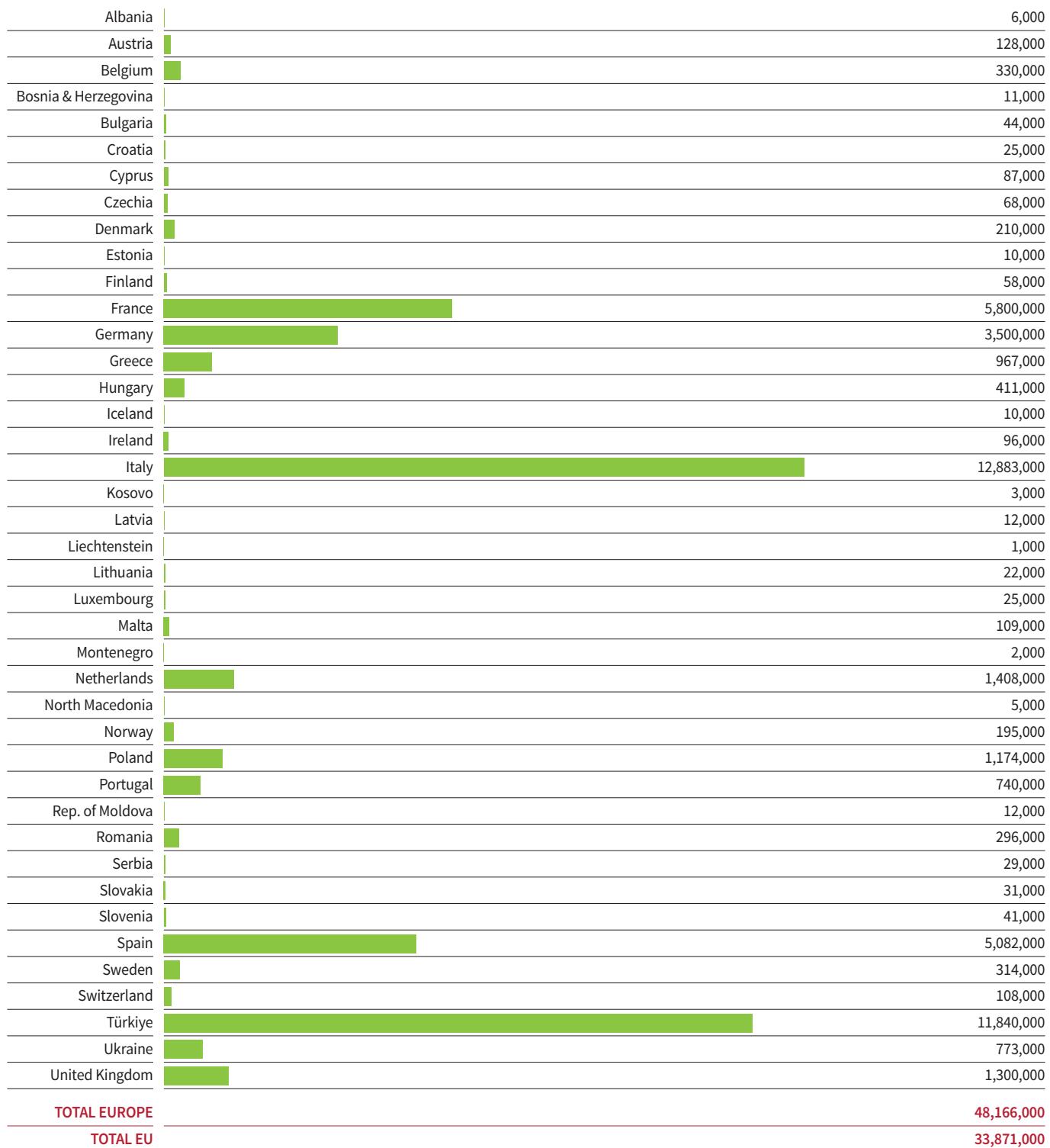


Albania	114,000
Austria	2,019,000
Belgium	3,079,000
Bosnia & Herzegovina	206,000
Bulgaria	792,000
Croatia	419,000
Cyprus	55,000
Czechia	1,395,000
Denmark	696,000
Estonia	308,000
Finland	1,013,000
France	14,900,000
Germany	15,700,000
Greece	604,000
Hungary	2,356,000
Iceland	37,000
Ireland	371,000
Italy	10,244,000
Kosovo	57,000
Latvia	412,000
Liechtenstein	8,000
Lithuania	675,000
Luxembourg	103,000
Malta	87,000
Montenegro	43,000
Netherlands	3,000,000
North Macedonia	93,000
Norway	720,000
Poland	7,546,000
Portugal	2,073,000
Rep. of Moldova	209,000
Romania	4,432,000
Serbia	525,000
Slovakia	535,000
Slovenia	465,000
Spain	5,954,000
Sweden	1,732,000
Switzerland	1,520,000
Türkiye	4,887,000
Ukraine	7,521,000
United Kingdom	11,400,000
<b>TOTAL EUROPE</b>	<b>108,305,000</b>
<b>TOTAL EU</b>	<b>80,965,000</b>

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



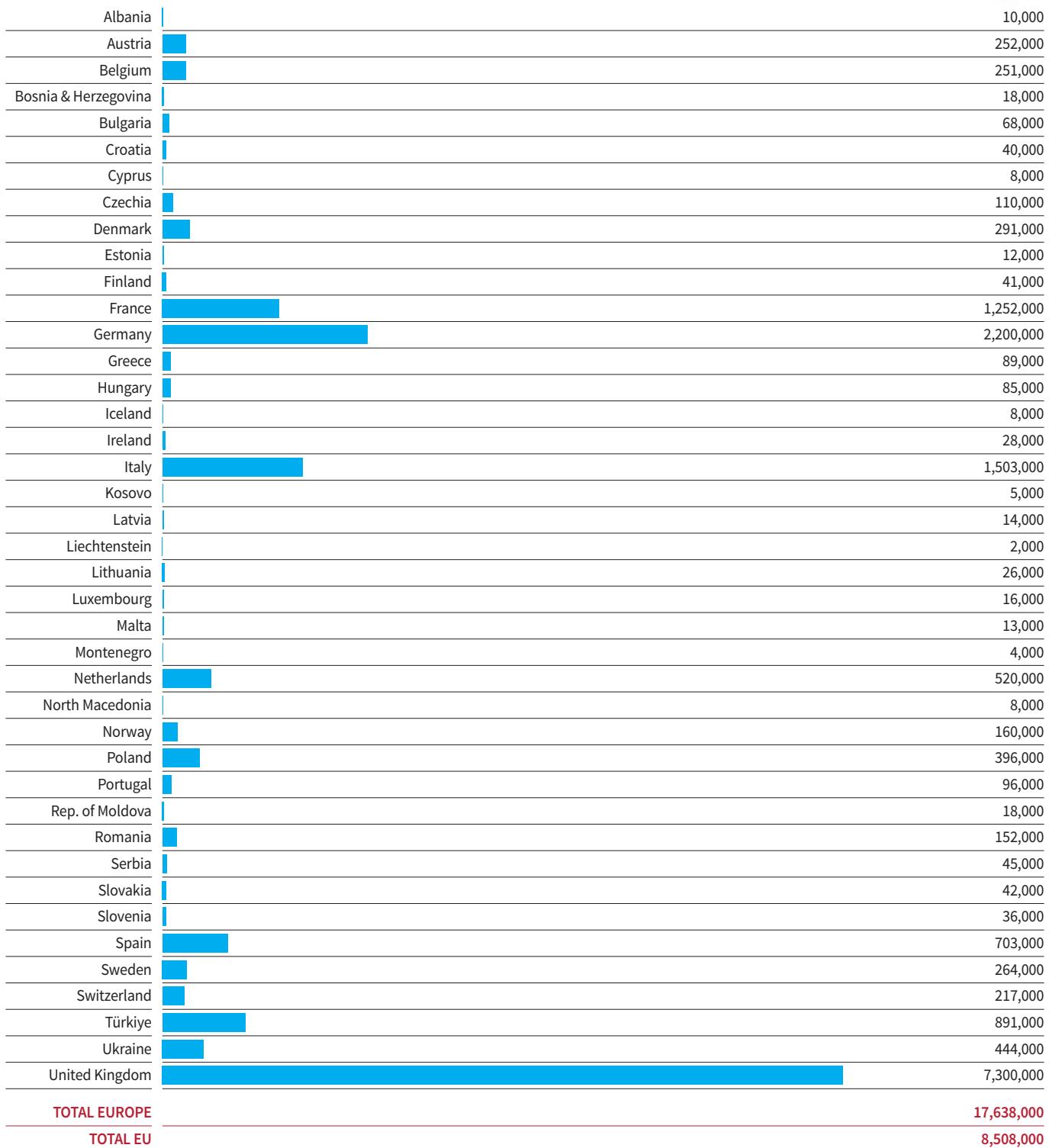
# Facts & Figures: European Ornamental Bird Population



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



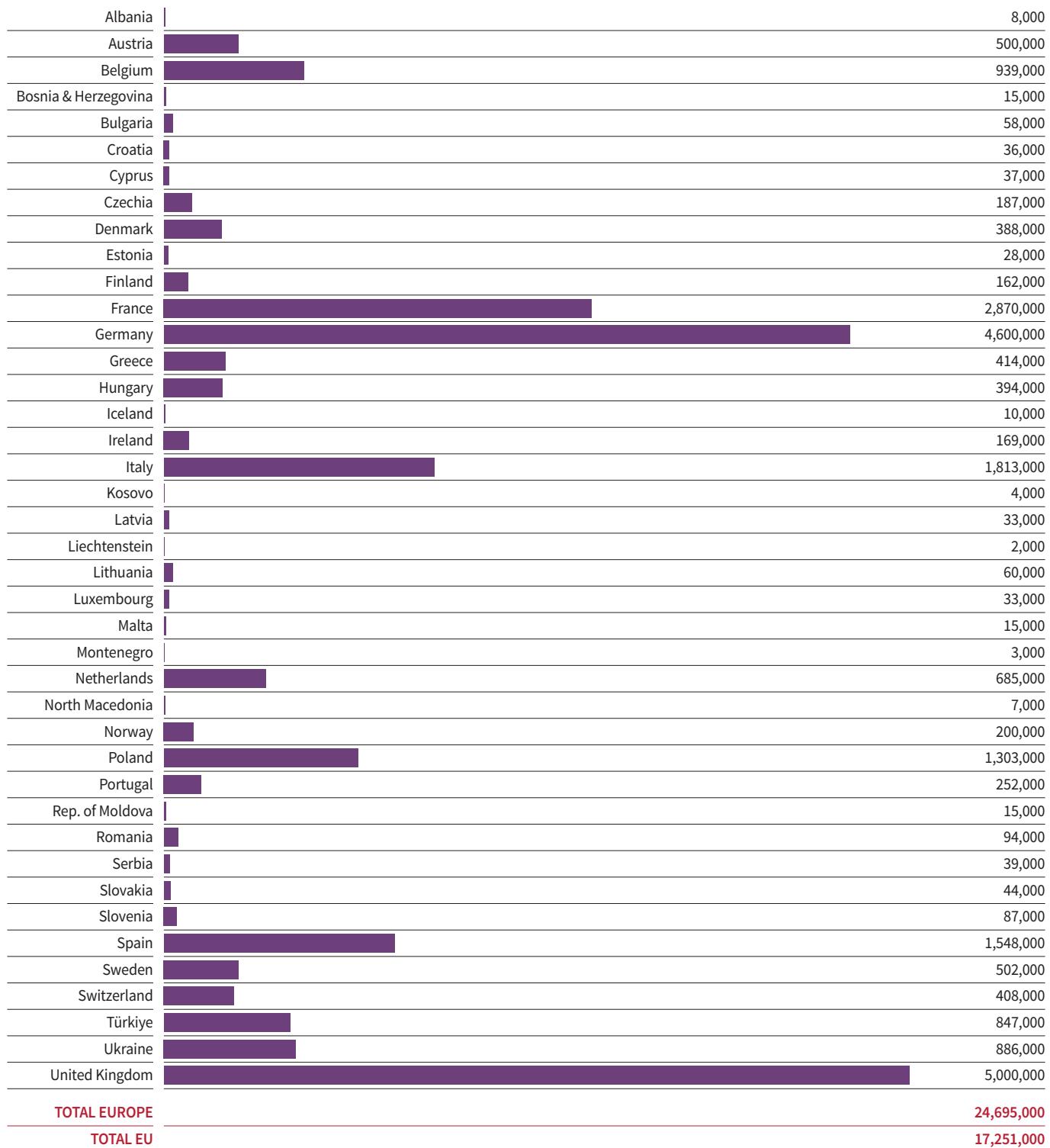
# Facts & Figures: Number of European Aquaria



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

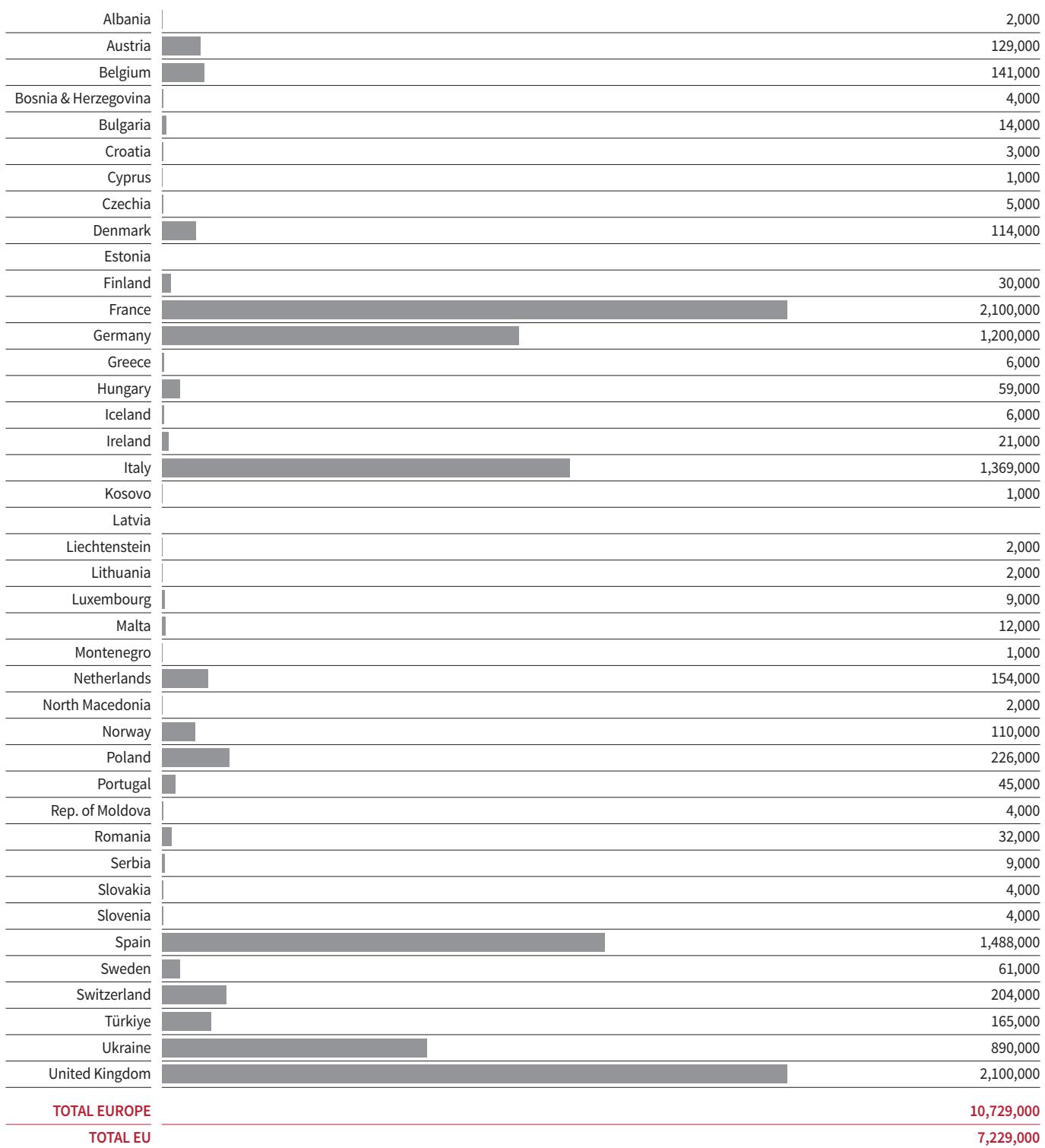


# Facts & Figures: European Small Mammal Population



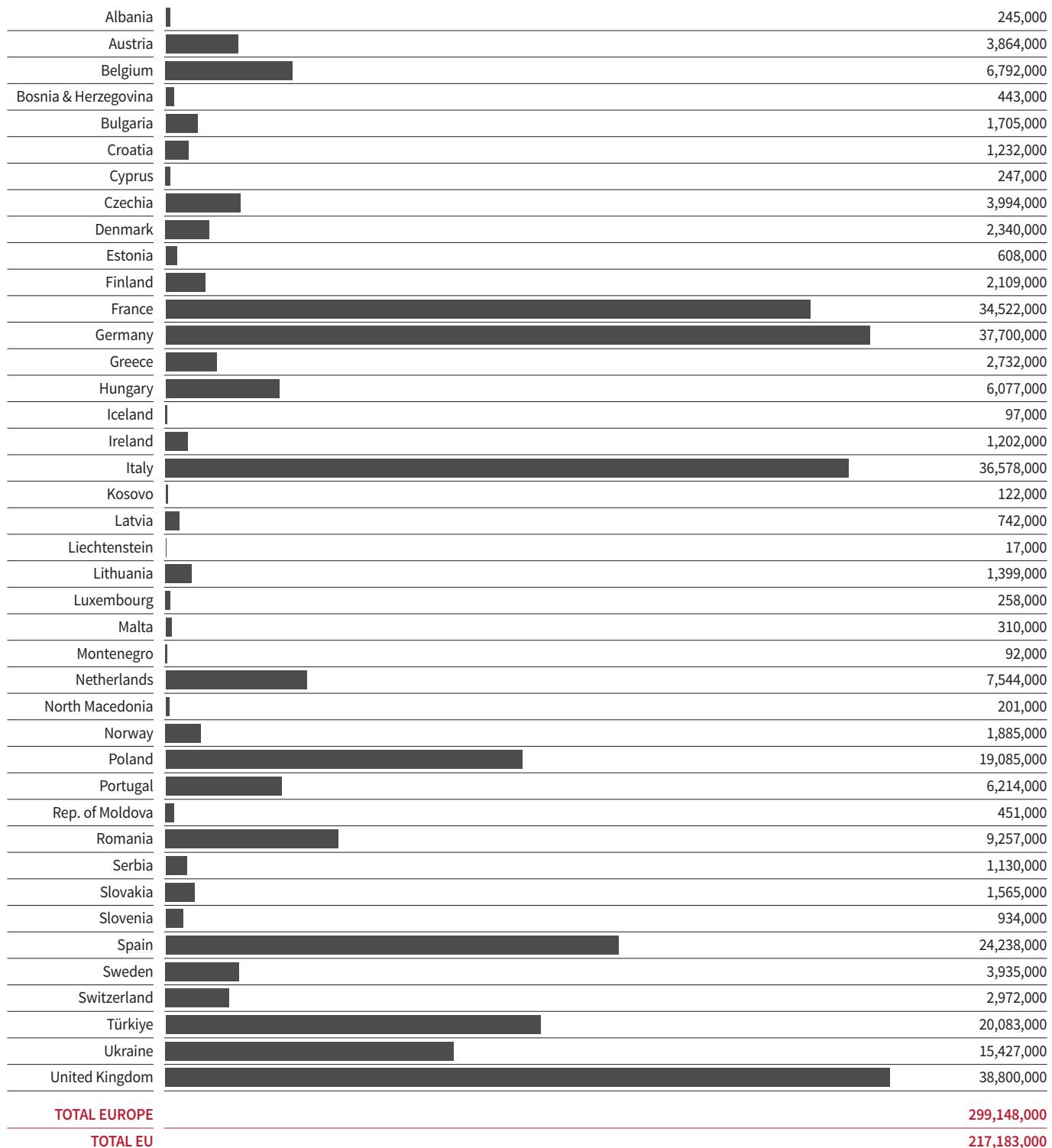
Data sourced via FEDIAF's National Association members and aligned by Soulor Consulting. For more information on our methodology, please read the Appendix.

# Facts & Figures: European Terraria



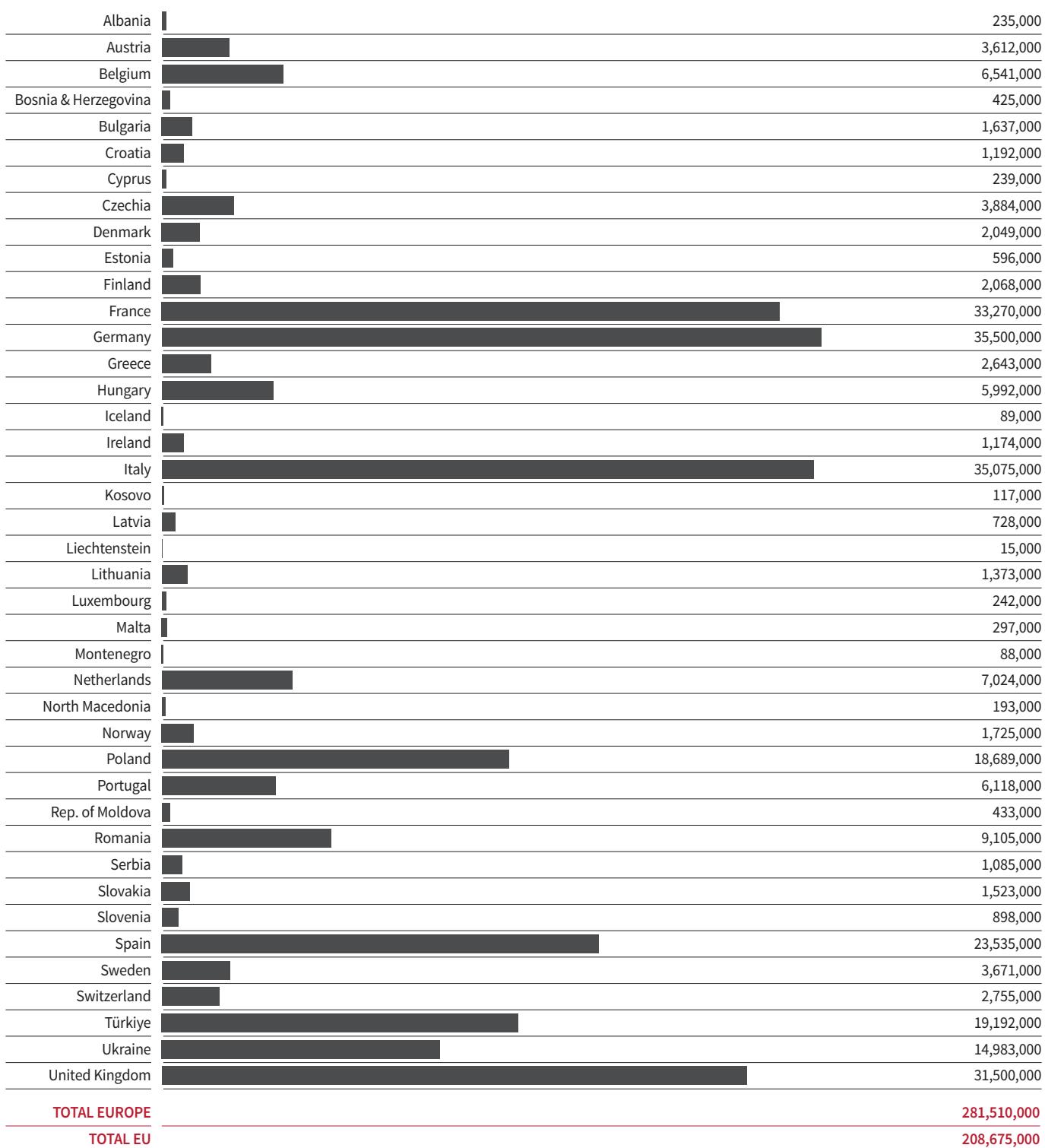
Data sourced via FEDIAF's National Association members and aligned by Soulor Consulting. For more information on our methodology, please read the Appendix.

# Facts & Figures: European Population Total



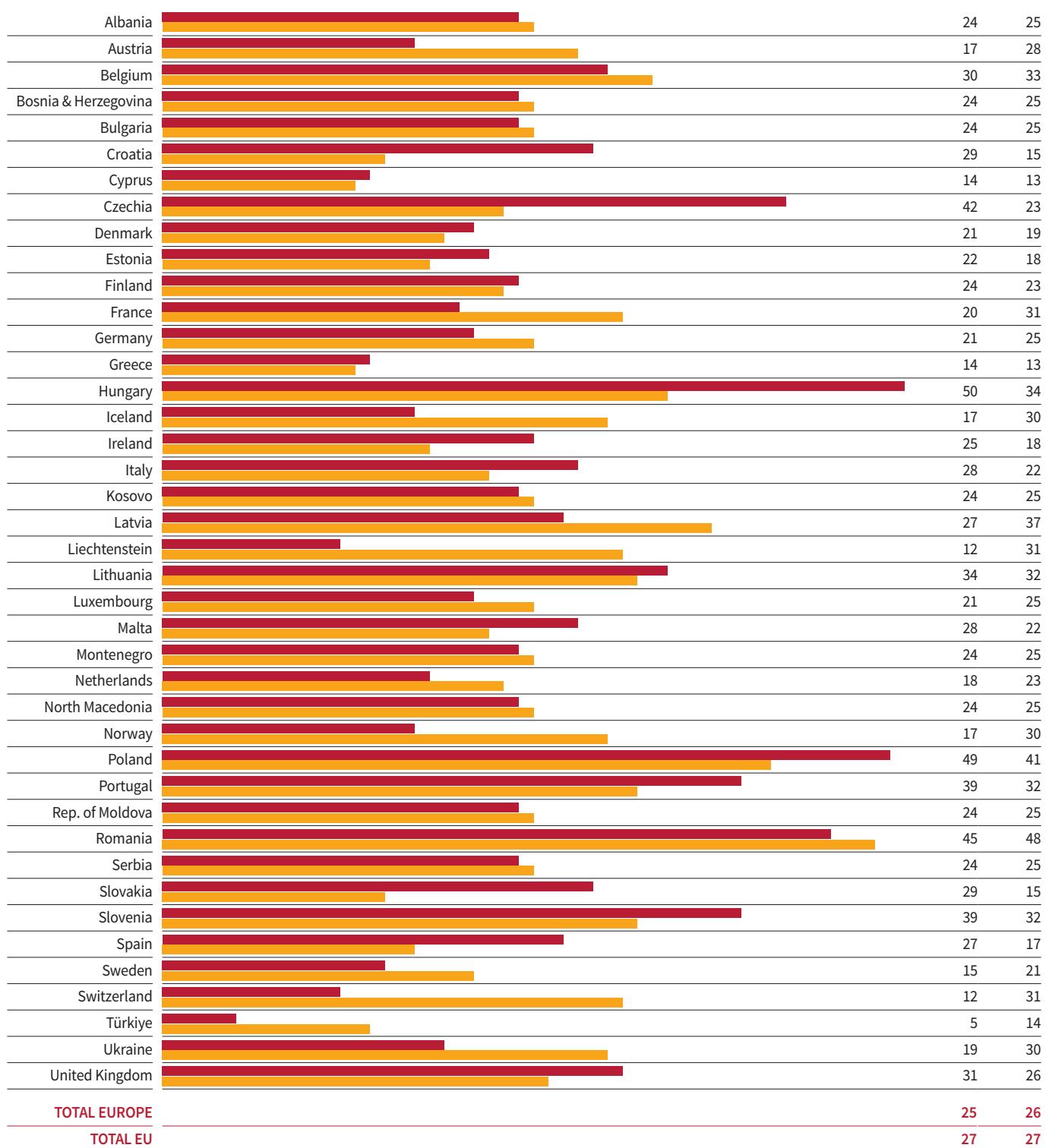
Data sourced via FEDIAF's National Association members and aligned by Soulor Consulting. For more information on our methodology, please read the Appendix.

# Facts & Figures: European Population Total Excluding Aquaria



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.

## Facts & Figures: A Pet Food Format Overview

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This year, we analysed the percentages of different formats produced and have some highlights in this report.



In Europe

**58%**

of pet food produced  
is for dogs



of pet food produced  
is for cats

**35%**



In value terms 47% comes  
from the dog sector

**47%**



In value terms 39% comes  
from the cat sector

**39%**

Dog Food **Volume** Splits



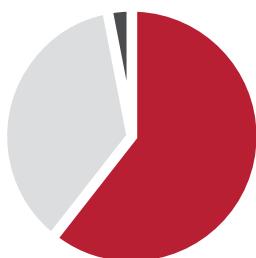
Wet Dog 30%  
Dry Dog 61%  
Treats Dog 9%

Dog Food **Value** Splits



Wet Dog 26%  
Dry Dog 50%  
Treats Dog 24%

Cat Food **Volume** Splits



Wet Cat 60%  
Dry Cat 36%  
Treats Cat 3%

Cat Food **Value** Splits



Wet Cat 60%  
Dry Cat 30%  
Treats Cat 10%

# Appendix

## FEDIAF ANNUAL POPULATION DATA METHODOLOGY 2022 ONWARDS

This year national associations provided data for 2023 (some markets cannot provide the most recent year of data in time for FEDIAF's report therefore it was decided in 2023 that the report to be published in 2024 would harmonise data for 2022) and Soulor Consulting made estimates for the other European countries based on data published by FEDIAF for 2022 using a new methodology.

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, Solour has based figures on what was published in 2022 and the number has been aligned according to the average number of pets per household.

This year 11 additional countries have been added and one removed (added = AL, BA, CY, IS, LI, MT, ME, MK, MO, RS, XK; removed = RU). For countries where national associations provided data, this data was checked against 2022 to ensure consistency and in some cases 2022 data was published last year this data has been used again for 2023 (where NA have submitted). For countries that did not submit data, Soulor Consulting used 2022 populations and calculated these missing data using a new methodology. All final population data was rounded (growth rates are calculated using the unrounded data).

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 (estimated from 2022), DE, IT, NL, ES (estimated from 2022) & GB. Those countries account for 59% of the total pet population (Total Europe, 64% for EU where GB was removed from the calculation as no longer in the EU). Those calculated percentages of households owning for those five/six countries was applied to the number of total households for Total Europe and EU. This year sub totals have been added for EEA and other Council of Europe (CoE) countries.

## FEDIAF ANNUAL MARKET DATA METHODOLOGY 2022 ONWARDS

As with Population data, this year national associations were asked to provide data for 2023. 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. Last year national associations were asked to provide more detail than in previous years to cover, cat and dog food, split into wet, dry and treats. As there has been a change in methodology again this year as 2022 data has been reviewed with the new list of countries and missing/ new countries that do not have NA submissions have been calculated by assigning each new/missing country a proxy country and modelling the total market size on that country's pet population and price per kilo and VAT rate. For countries that are estimated the 2022-2023 growth is also based on rate of consumer inflation for 2022-2023.

### LISTS OF COUNTRIES INCLUDED

- 2022 data updated to include updated list of countries as per 2023 data.
- 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); orange = partial submission/note; red = no submission TY.
- 2023 notes: FR population data 2022 used; ES population and market data estimated as no data available as per communication from NAs. CH is 2025 data with a new methodology.
- Population & Market Data from FEDIAF/Soulor Consulting Estimates: BG, FR (Popn.), HR, DK, EE, FI, GR, IE, LV, LT, PT, RO, SI, ES (Popn. & Mkt Data), SE, TR, UA; Removed: RU; **Added:** AL, BA, CY, IS, LI, MT, ME, MK, MO, RS, XK.
- Sales split Cat/Dog table: Limited to: AT, CZ, FR, DE, IT, SK, GB (84% of total volume submitted).



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