



2025

FACTS & FIGURES

Based on aggregated data from 2023





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European Pet Food Data: An Updated and Robust Approach

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



CATS
108m



DOGS
90m



ORNAMENTAL BIRDS
48m



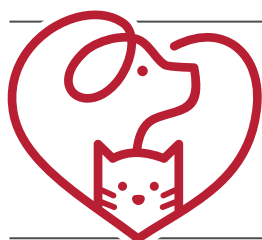
SMALL MAMMALS
25m



AQUARIA
18m



TERRARIA
11m



139m
households in Europe
have a pet

49%
of households own
a pet

25%
of households own at
least one dog

26%
of households own at
least one cat



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
TOTAL EUROPE	89,615,000
TOTAL EU	69,359,000

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

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
TOTAL EUROPE		108,305,000
TOTAL EU		80,965,000

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 Ornamental Bird Population



Albania	6,000
Austria	128,000
Belgium	330,000
Bosnia & Herzegovina	11,000
Bulgaria	44,000
Croatia	25,000
Cyprus	87,000
Czechia	68,000
Denmark	210,000
Estonia	10,000
Finland	58,000
France	5,800,000
Germany	3,500,000
Greece	967,000
Hungary	411,000
Iceland	10,000
Ireland	96,000
Italy	12,883,000
Kosovo	3,000
Latvia	12,000
Liechtenstein	1,000
Lithuania	22,000
Luxembourg	25,000
Malta	109,000
Montenegro	2,000
Netherlands	1,408,000
North Macedonia	5,000
Norway	195,000
Poland	1,174,000
Portugal	740,000
Rep. of Moldova	12,000
Romania	296,000
Serbia	29,000
Slovakia	31,000
Slovenia	41,000
Spain	5,082,000
Sweden	314,000
Switzerland	108,000
Türkiye	11,840,000
Ukraine	773,000
United Kingdom	1,300,000
TOTAL EUROPE	48,166,000
TOTAL EU	33,871,000

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: Number of European Aquaria

Albania	10,000
Austria	252,000
Belgium	251,000
Bosnia & Herzegovina	18,000
Bulgaria	68,000
Croatia	40,000
Cyprus	8,000
Czechia	110,000
Denmark	291,000
Estonia	12,000
Finland	41,000
France	1,252,000
Germany	2,200,000
Greece	89,000
Hungary	85,000
Iceland	8,000
Ireland	28,000
Italy	1,503,000
Kosovo	5,000
Latvia	14,000
Liechtenstein	2,000
Lithuania	26,000
Luxembourg	16,000
Malta	13,000
Montenegro	4,000
Netherlands	520,000
North Macedonia	8,000
Norway	160,000
Poland	396,000
Portugal	96,000
Rep. of Moldova	18,000
Romania	152,000
Serbia	45,000
Slovakia	42,000
Slovenia	36,000
Spain	703,000
Sweden	264,000
Switzerland	217,000
Türkiye	891,000
Ukraine	444,000
United Kingdom	7,300,000
TOTAL EUROPE	17,638,000
TOTAL EU	8,508,000

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 Small Mammal Population

Albania	8,000
Austria	500,000
Belgium	939,000
Bosnia & Herzegovina	15,000
Bulgaria	58,000
Croatia	36,000
Cyprus	37,000
Czechia	187,000
Denmark	388,000
Estonia	28,000
Finland	162,000
France	2,870,000
Germany	4,600,000
Greece	414,000
Hungary	394,000
Iceland	10,000
Ireland	169,000
Italy	1,813,000
Kosovo	4,000
Latvia	33,000
Liechtenstein	2,000
Lithuania	60,000
Luxembourg	33,000
Malta	15,000
Montenegro	3,000
Netherlands	685,000
North Macedonia	7,000
Norway	200,000
Poland	1,303,000
Portugal	252,000
Rep. of Moldova	15,000
Romania	94,000
Serbia	39,000
Slovakia	44,000
Slovenia	87,000
Spain	1,548,000
Sweden	502,000
Switzerland	408,000
Türkiye	847,000
Ukraine	886,000
United Kingdom	5,000,000
TOTAL EUROPE	24,695,000
TOTAL EU	17,251,000

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 Terraria



Albania	2,000
Austria	129,000
Belgium	141,000
Bosnia & Herzegovina	4,000
Bulgaria	14,000
Croatia	3,000
Cyprus	1,000
Czechia	5,000
Denmark	114,000
Estonia	
Finland	30,000
France	2,100,000
Germany	1,200,000
Greece	6,000
Hungary	59,000
Iceland	6,000
Ireland	21,000
Italy	1,369,000
Kosovo	1,000
Latvia	
Liechtenstein	2,000
Lithuania	2,000
Luxembourg	9,000
Malta	12,000
Montenegro	1,000
Netherlands	154,000
North Macedonia	2,000
Norway	110,000
Poland	226,000
Portugal	45,000
Rep. of Moldova	4,000
Romania	32,000
Serbia	9,000
Slovakia	4,000
Slovenia	4,000
Spain	1,488,000
Sweden	61,000
Switzerland	204,000
Türkiye	165,000
Ukraine	890,000
United Kingdom	2,100,000
TOTAL EUROPE	10,729,000
TOTAL EU	7,229,000

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 Population Total

Albania	245,000
Austria	3,864,000
Belgium	6,792,000
Bosnia & Herzegovina	443,000
Bulgaria	1,705,000
Croatia	1,232,000
Cyprus	247,000
Czechia	3,994,000
Denmark	2,340,000
Estonia	608,000
Finland	2,109,000
France	34,522,000
Germany	37,700,000
Greece	2,732,000
Hungary	6,077,000
Iceland	97,000
Ireland	1,202,000
Italy	36,578,000
Kosovo	122,000
Latvia	742,000
Liechtenstein	17,000
Lithuania	1,399,000
Luxembourg	258,000
Malta	310,000
Montenegro	92,000
Netherlands	7,544,000
North Macedonia	201,000
Norway	1,885,000
Poland	19,085,000
Portugal	6,214,000
Rep. of Moldova	451,000
Romania	9,257,000
Serbia	1,130,000
Slovakia	1,565,000
Slovenia	934,000
Spain	24,238,000
Sweden	3,935,000
Switzerland	2,972,000
Türkiye	20,083,000
Ukraine	15,427,000
United Kingdom	38,800,000
TOTAL EUROPE	299,148,000
TOTAL EU	217,183,000

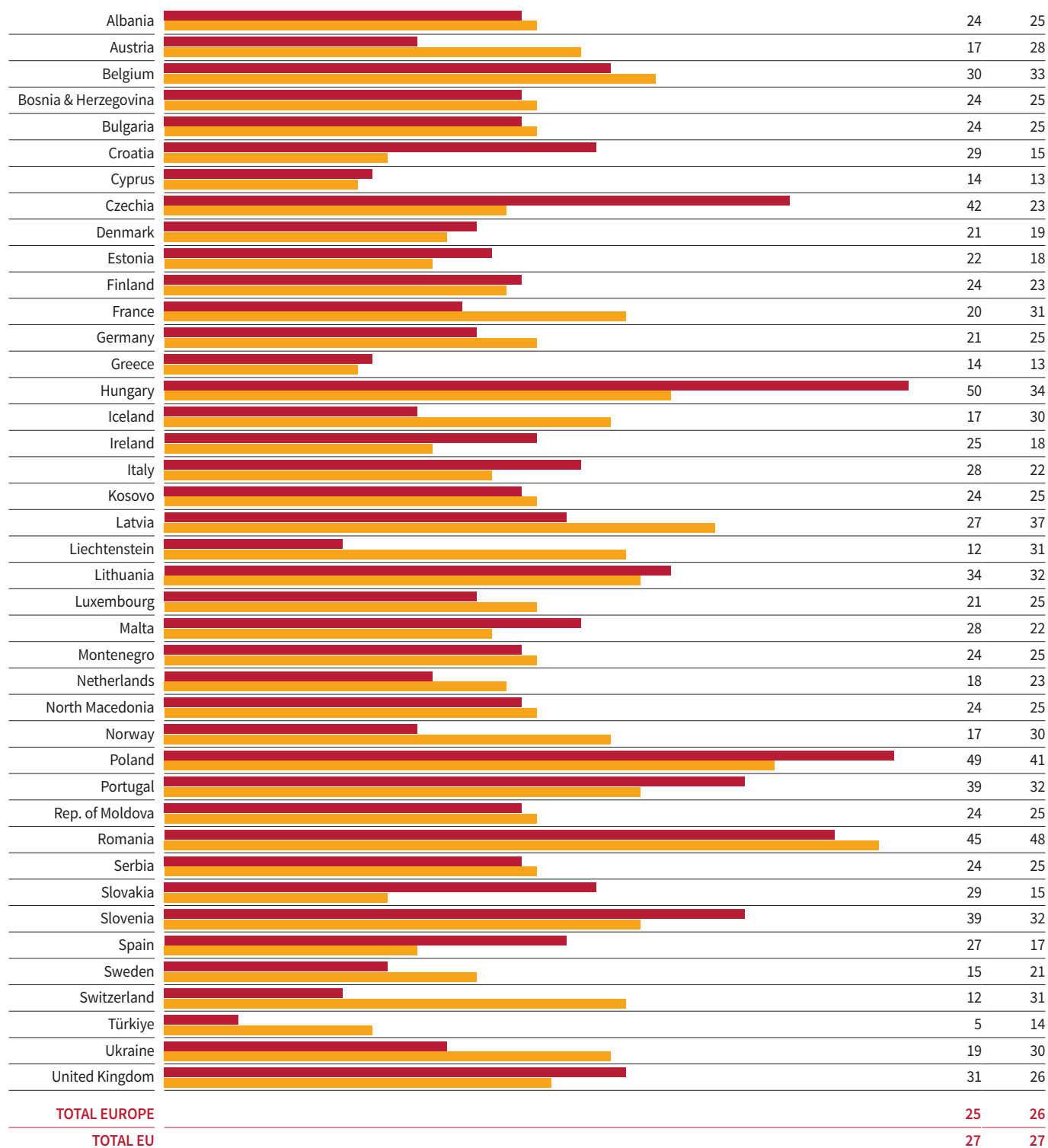
Data sourced via FEDIAF's National Association members and aligned by Soulor Consulting. For more information on our methodology, please read the Appendix.

Facts & Figures: European Population Total Excluding Aquaria

Albania	235,000
Austria	3,612,000
Belgium	6,541,000
Bosnia & Herzegovina	425,000
Bulgaria	1,637,000
Croatia	1,192,000
Cyprus	239,000
Czechia	3,884,000
Denmark	2,049,000
Estonia	596,000
Finland	2,068,000
France	33,270,000
Germany	35,500,000
Greece	2,643,000
Hungary	5,992,000
Iceland	89,000
Ireland	1,174,000
Italy	35,075,000
Kosovo	117,000
Latvia	728,000
Liechtenstein	15,000
Lithuania	1,373,000
Luxembourg	242,000
Malta	297,000
Montenegro	88,000
Netherlands	7,024,000
North Macedonia	193,000
Norway	1,725,000
Poland	18,689,000
Portugal	6,118,000
Rep. of Moldova	433,000
Romania	9,105,000
Serbia	1,085,000
Slovakia	1,523,000
Slovenia	898,000
Spain	23,535,000
Sweden	3,671,000
Switzerland	2,755,000
Türkiye	19,192,000
Ukraine	14,983,000
United Kingdom	31,500,000
TOTAL EUROPE	281,510,000
TOTAL EU	208,675,000

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: % 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

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



35%

of pet food produced
is for cats



In Europe

47%

In value terms 47% comes
from the dog sector



39%

In value terms 39% comes
from the cat sector

Dog Food **Volume** Splits



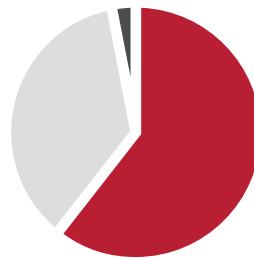
Wet Dog 30%
Dry Dog 61%
Treats Dog 9%

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, Soulor 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 long 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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