



FEDIAF
The European Pet Food Industry

Facts & Figures 2010



FEDIAF
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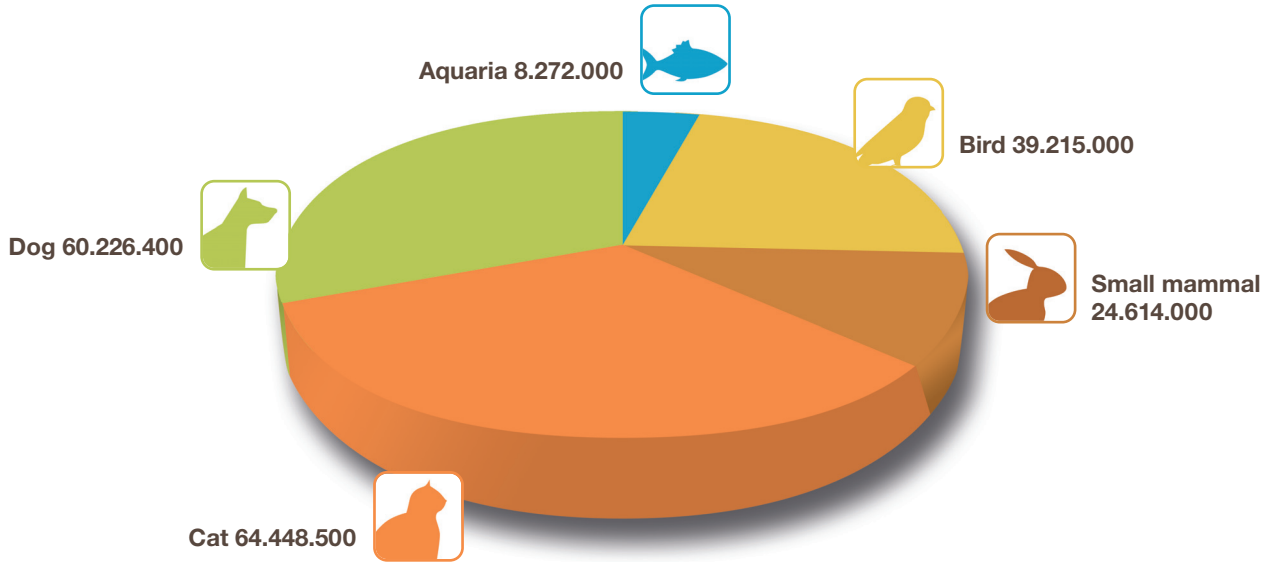
FEDIAF Facts & Figures 2010

Estimated number of European households owning at least one pet animal	70 million households (excl. Russia)
Estimated percentage of European households owning at least one cat or one dog	Europ. Union: Cats 24%, Dogs 27% Europe: Cats 25%, Dogs 26%
Number of pet food producing companies	650 plants
Employment 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
Annual sales of pet food products	Volume: 8.3 million tons Turnover: € 13.5 billion
Annual value of pet related products and services this estimated figure includes in particular breeders, dog training, pet accessories, grooming, veterinarians, insurances, medication, vaccination...	Turnover: € 10.5 billion
Annual growth rate of the pet food industry (average value over the past 3 years)	2.0 %

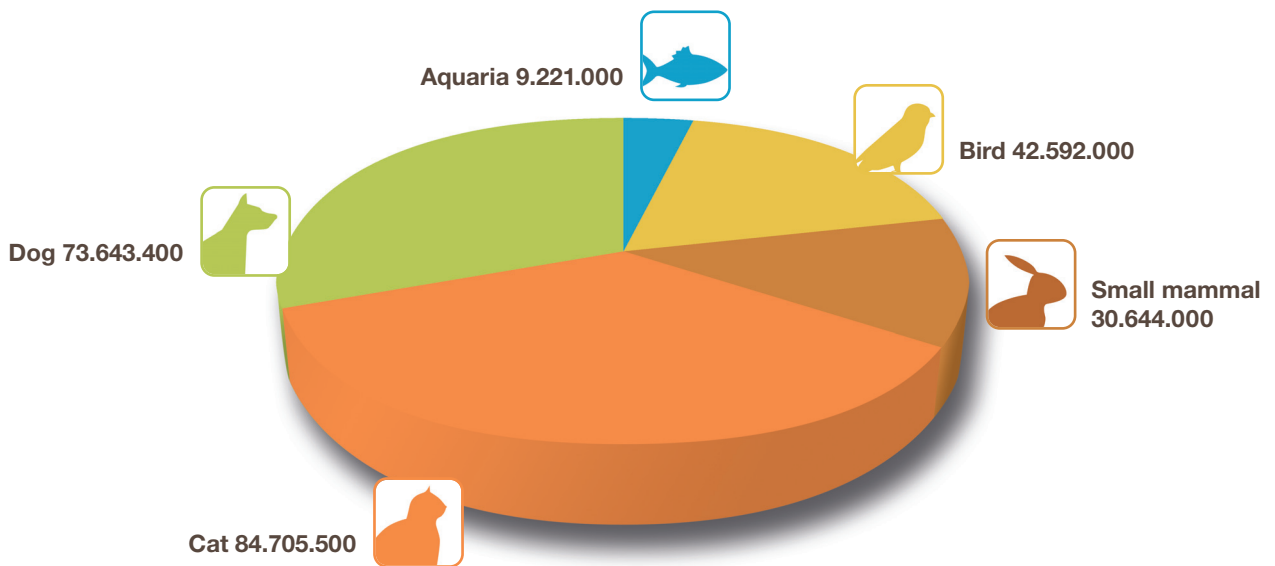


Pet population at a glance

Total European Union: 196.775.900



Total Europe: 240.805.900



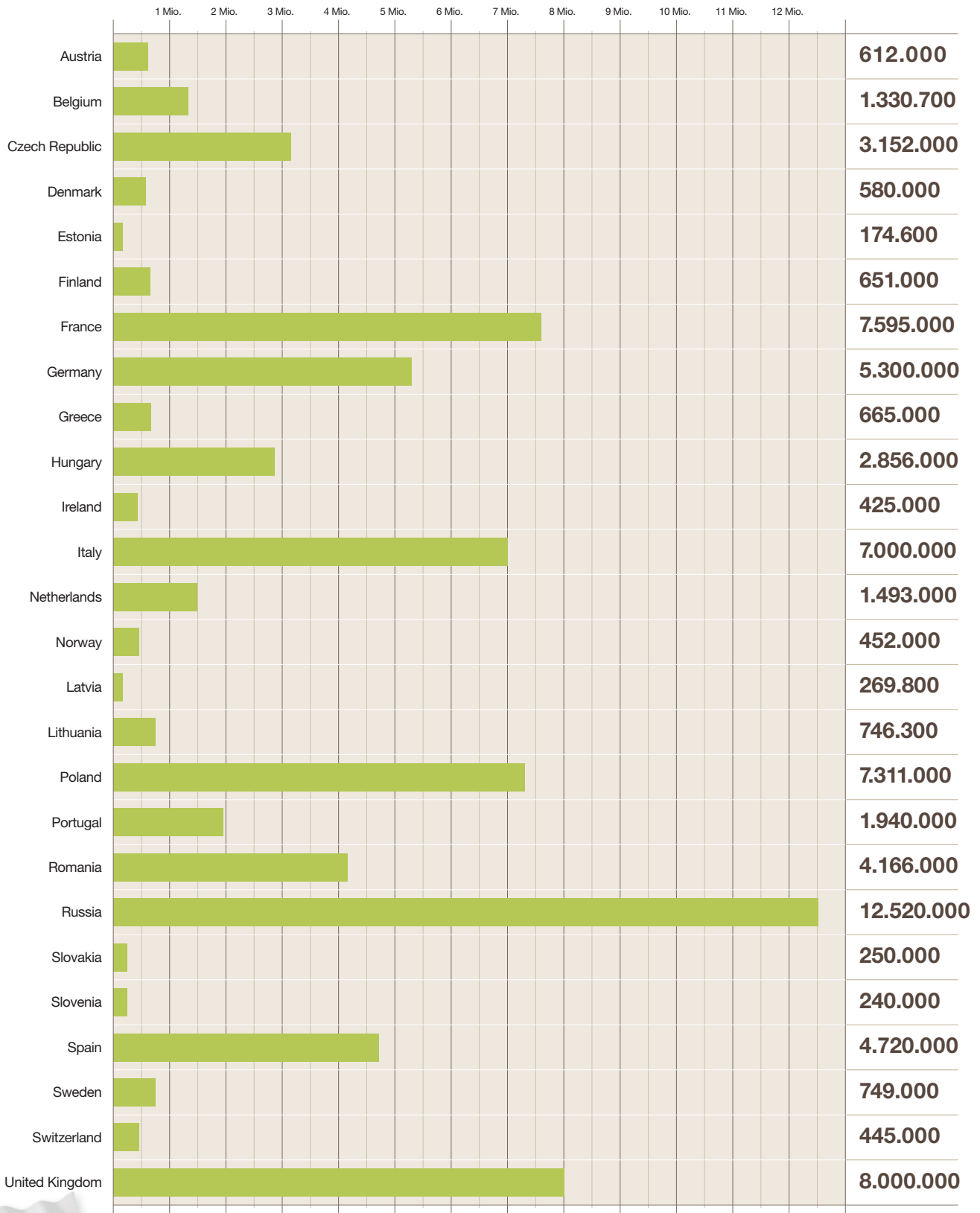


Dog population



Total European Union: 60.226.400

Total Europe: 73.643.400



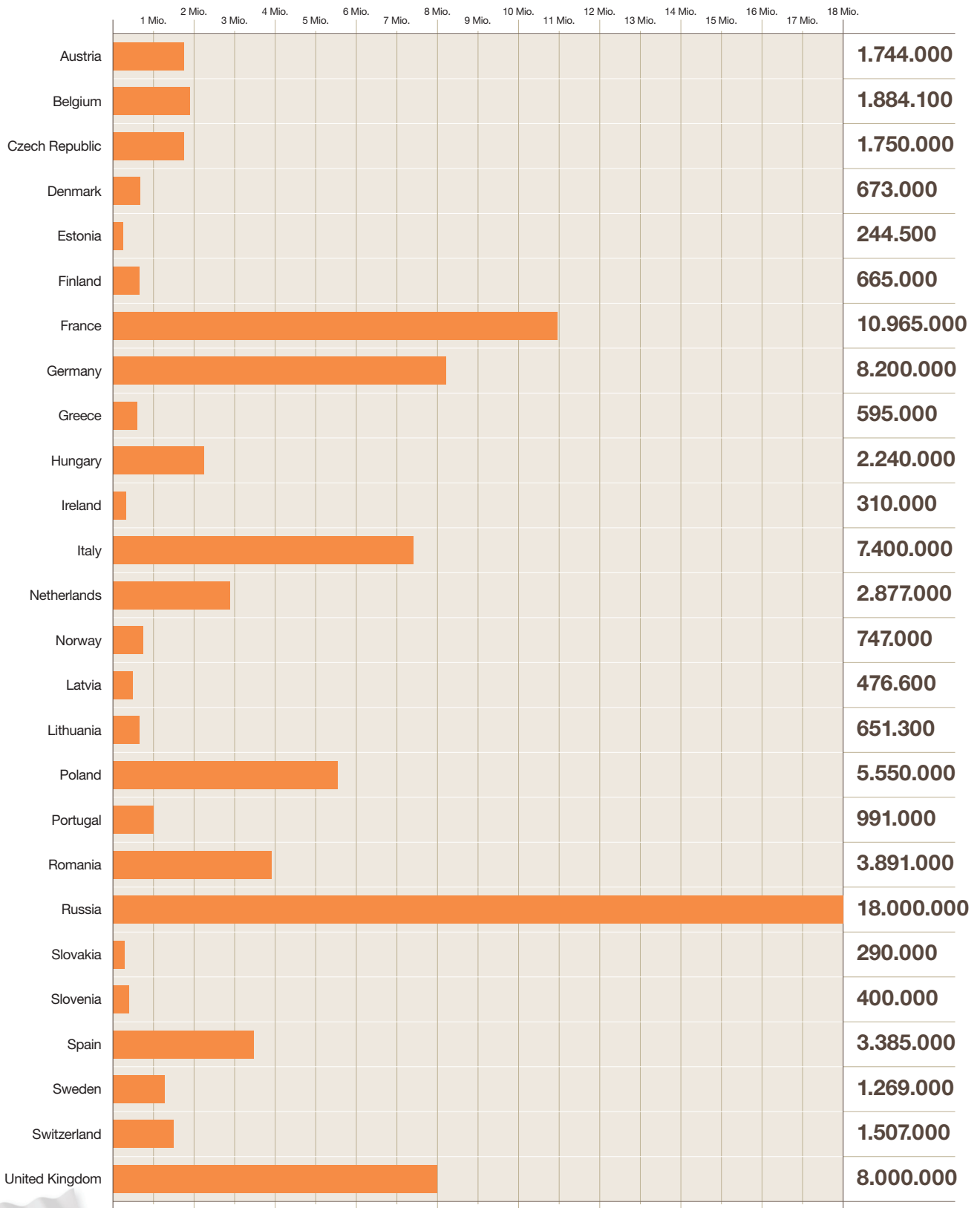


Cat population



Total European Union: 64.448.500

Total Europe: 84.705.500



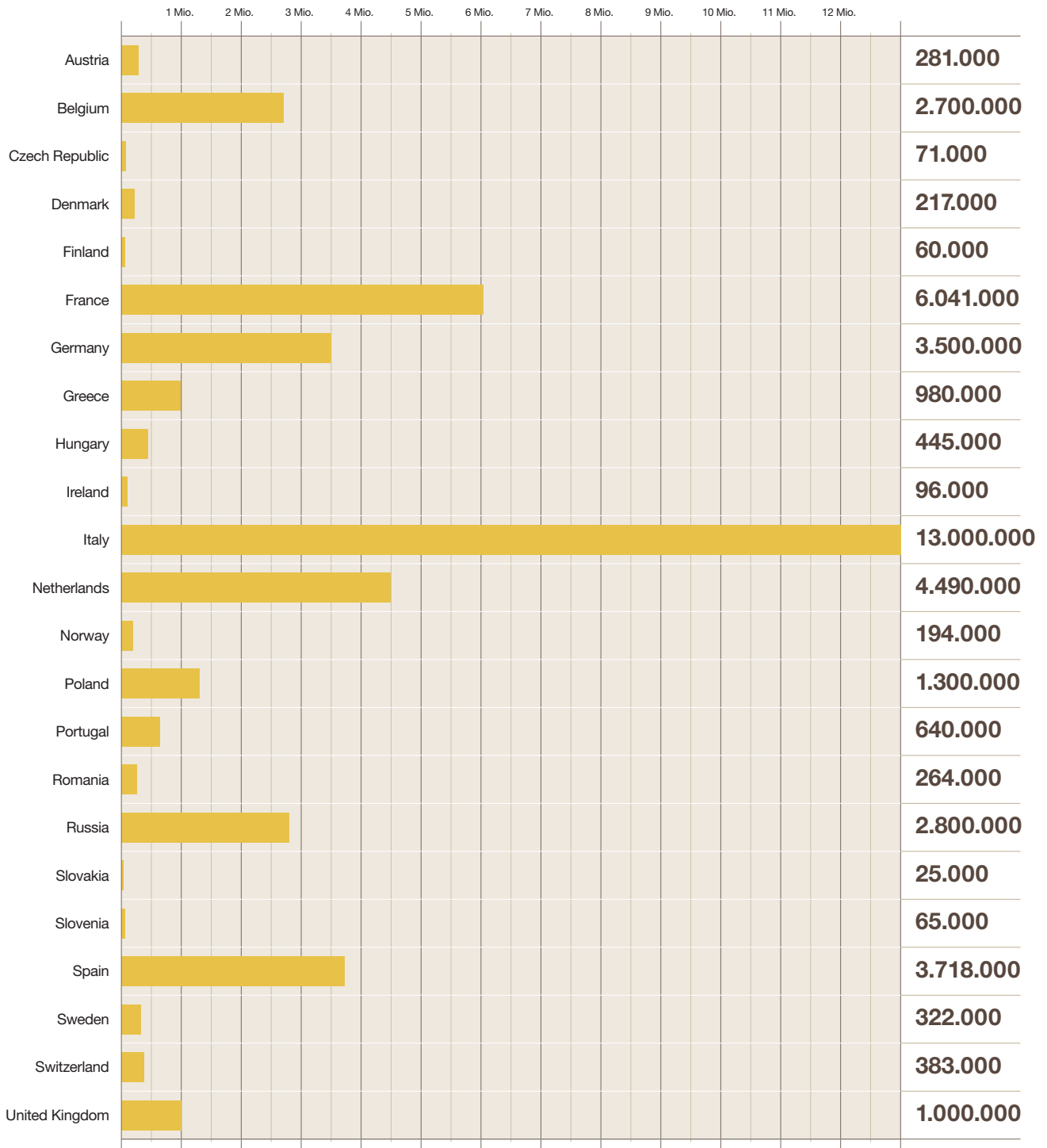


Ornamental bird population



Total European Union: 39.215.000

Total Europe: 42.592.000

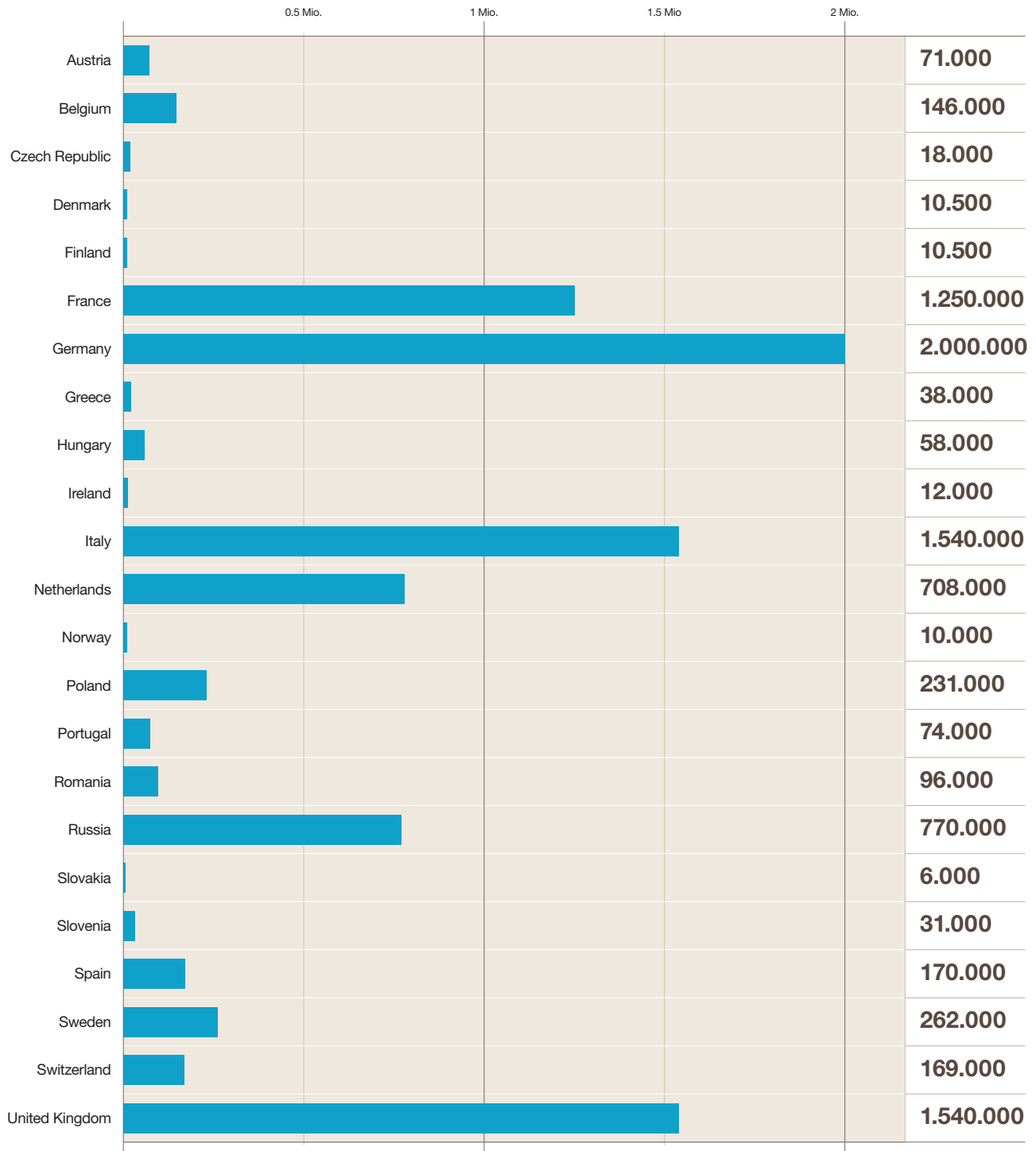




Ornamental fish number of aquaria



Total European Union: 8.272.000
Total Europe: 9.221.000



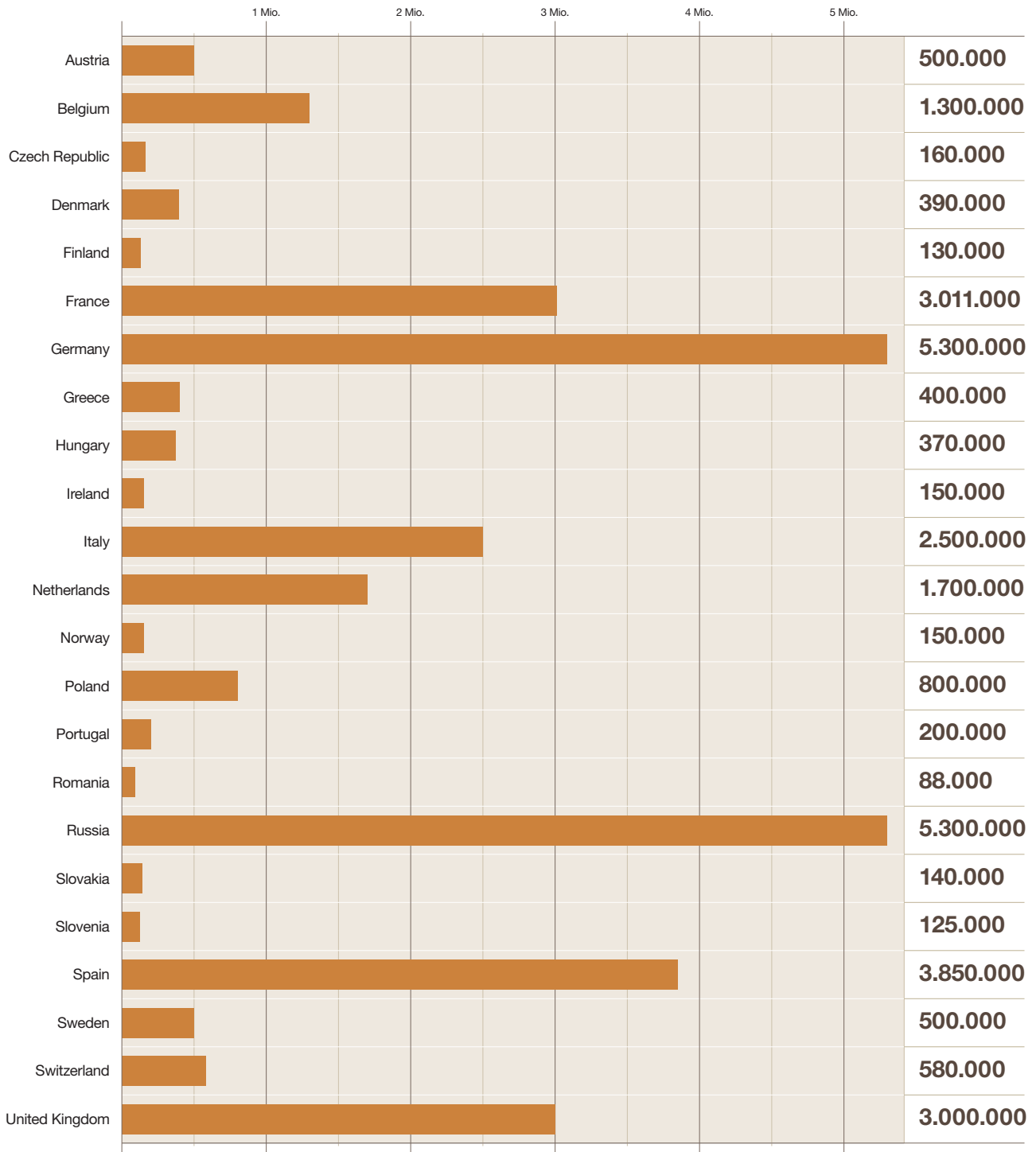


Small mammal population



Total European Union: 24.614.000

Total Europe: 30.644.000





Estimated percentage of ...



European households owning at least one cat or one dog

