

FACTS & FIGURES 2026



European Pet Food Data: Continuity, Rigour and Methodological Growth

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. We continue to work with external data experts at Soulor Consulting to meticulously review both pet population and market data, and this year Soulor has again managed 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.

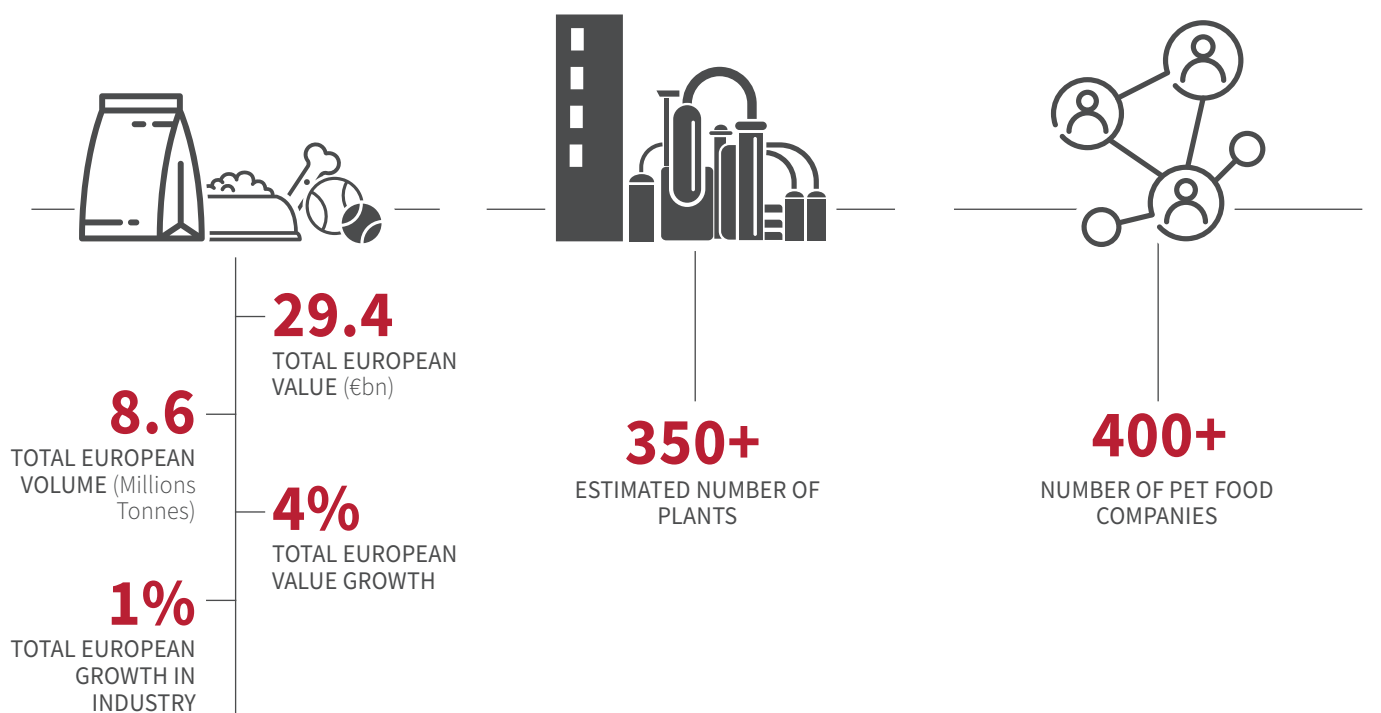
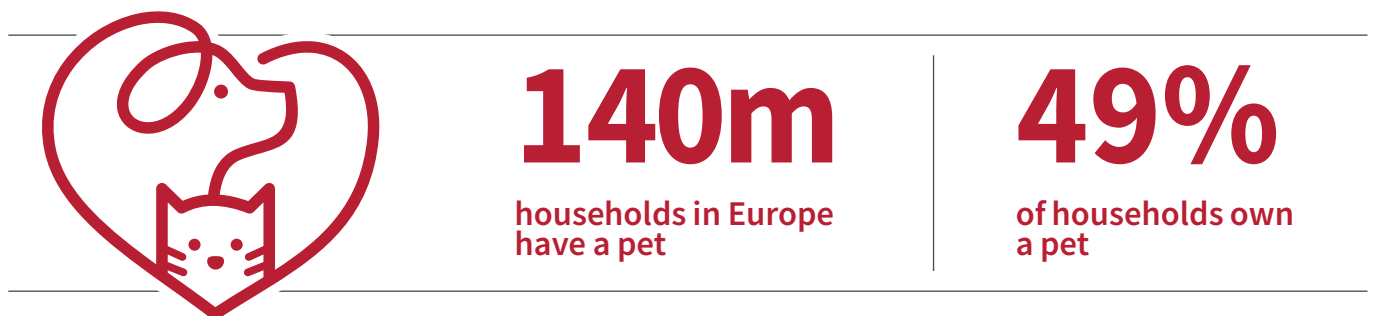
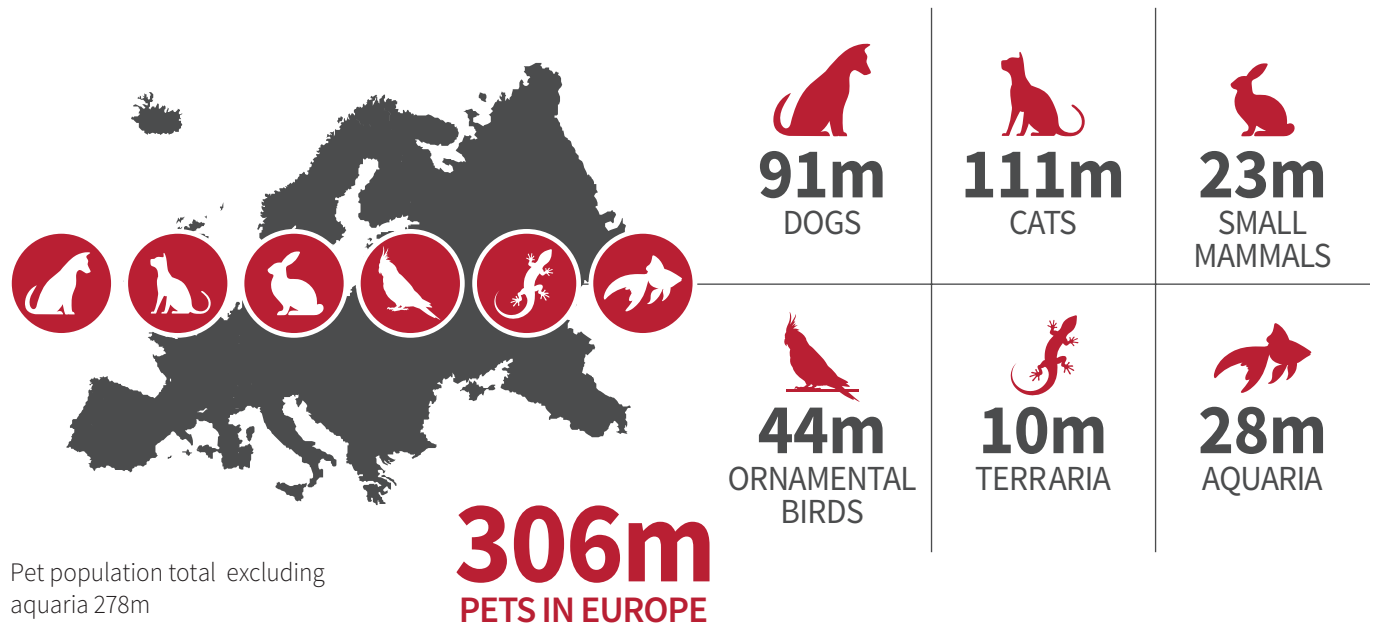
The country list remains the same as in the previous report, continuing to cover all of the European Union (EU), European Economic Area (EEA) and most of the remaining Council of Europe member states (41 of the 48 CoE members).

In line with our established methodology, we gather data from two years prior to publication — therefore, in 2026, we publish data from 2024*. We continue to consolidate and refine our methodology year on year, ensuring ever greater consistency and accuracy in how data is collected, estimated, and verified across all participating countries.

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



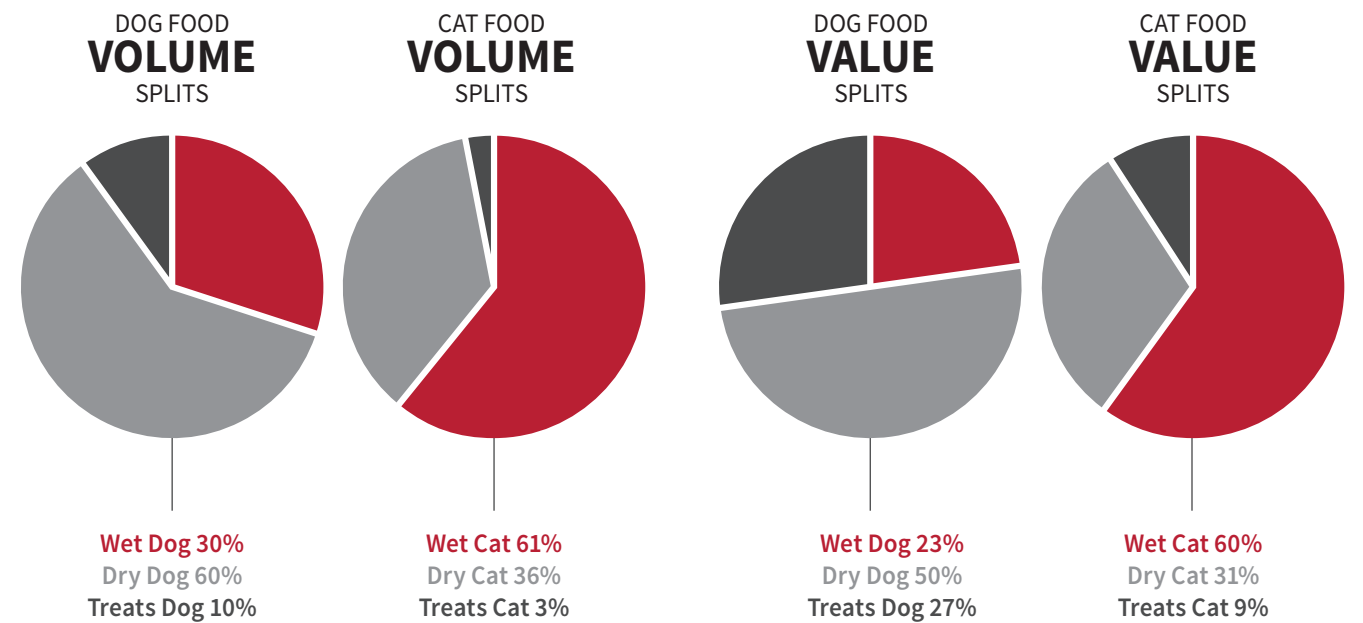
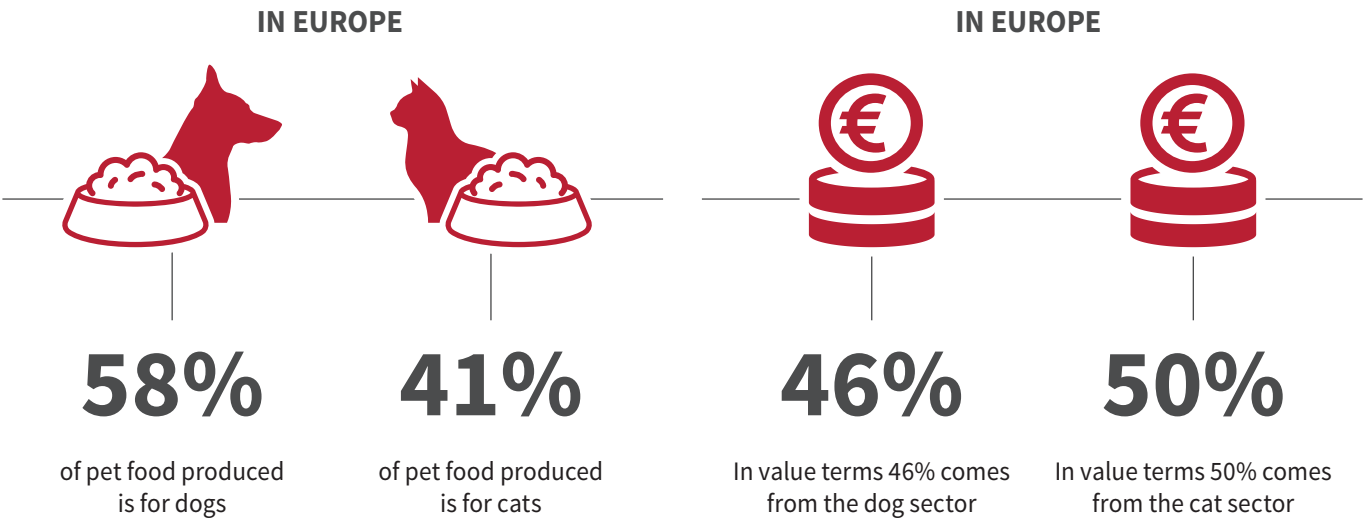
European Overview 2024



*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.

A Pet Food Format Overview





European Dog Population

Albania		90,000
Austria		836,000
Belgium		2,085,000
Bosnia & Herzegovina		184,000
Bulgaria		729,000
Croatia		778,000
Cyprus		179,000
Czechia		2,229,000
Denmark		618,000
Estonia		254,000
Finland		798,000
France		9,700,000
Germany		10,500,000
Greece		649,000
Hungary		2,773,000
Iceland		28,000
Ireland		563,000
Italy		9,000,000
Kosovo		48,000
Latvia		274,000
Liechtenstein		2,000
Lithuania		312,000
Luxembourg		47,000
Malta		100,000
Montenegro		42,000
Netherlands		1,667,000
North Macedonia		98,000
Norway		553,000
Poland		8,282,000
Portugal		3,071,000
Rep. of Moldova		170,000
Romania		4,258,000
Serbia		513,000
Slovakia		1,436,000
Slovenia		305,000
Spain		6,962,000
Sweden		1,155,000
Switzerland		515,000
Türkiye		1,466,000
Ukraine		4,536,000
United Kingdom		13,400,000
TOTAL EUROPE		91,205,000

European Cat Population



Albania		98,000
Austria		2,019,000
Belgium		3,128,000
Bosnia & Herzegovina		199,000
Bulgaria		793,000
Croatia		456,000
Cyprus		55,000
Czechia		1,395,000
Denmark		670,000
Estonia		313,000
Finland		1,003,000
France		16,700,000
Germany		15,900,000
Greece		601,000
Hungary		2,357,000
Iceland		40,000
Ireland		404,000
Italy		11,900,000
Kosovo		53,000
Latvia		417,000
Liechtenstein		9,000
Lithuania		163,000
Luxembourg		105,000
Malta		23,000
Montenegro		45,000
Netherlands		3,001,000
North Macedonia		106,000
Norway		787,000
Poland		7,463,000
Portugal		2,116,000
Rep. of Moldova		185,000
Romania		4,439,000
Serbia		558,000
Slovakia		535,000
Slovenia		471,000
Spain		4,939,000
Sweden		1,723,000
Switzerland		1,520,000
Türkiye		4,928,000
Ukraine		6,944,000
United Kingdom		12,300,000
TOTAL EUROPE		110,861,000

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

European Ornamental Bird Population



Albania	5,000
Austria	128,000
Belgium	156,000
Bosnia & Herzegovina	11,000
Bulgaria	44,000
Croatia	27,000
Cyprus	88,000
Czechia	68,000
Denmark	211,000
Estonia	10,000
Finland	58,000
France	3,600,000
Germany	3,200,000
Greece	962,000
Hungary	411,000
Iceland	10,000
Ireland	105,000
Italy	12,700,000
Kosovo	3,000
Latvia	13,000
Liechtenstein	1,000
Lithuania	24,000
Luxembourg	26,000
Malta	116,000
Montenegro	2,000
Netherlands	1,562,000
North Macedonia	6,000
Norway	195,000
Poland	1,139,000
Portugal	756,000
Rep. of Moldova	10,000
Romania	297,000
Serbia	31,000
Slovakia	31,000
Slovenia	41,000
Spain	3,229,000
Sweden	317,000
Switzerland	108,000
Türkiye	11,939,000
Ukraine	714,000
United Kingdom	1,600,000
TOTAL EUROPE	43,954,000

Number of European Aquaria



Albania	8,000
Austria	252,000
Belgium	254,000
Bosnia & Herzegovina	17,000
Bulgaria	68,000
Croatia	36,000
Cyprus	8,000
Czechia	110,000
Denmark	292,000
Estonia	12,000
Finland	42,000
France	1,669,000
Germany	2,000,000
Greece	89,000
Hungary	85,000
Iceland	8,000
Ireland	31,000
Italy	1,400,000
Kosovo	5,000
Latvia	15,000
Liechtenstein	2,000
Lithuania	27,000
Luxembourg	16,000
Malta	13,000
Montenegro	4,000
Netherlands	720,000
North Macedonia	9,000
Norway	160,000
Poland	404,000
Portugal	98,000
Rep. of Moldova	16,000
Romania	152,000
Serbia	48,000
Slovakia	42,000
Slovenia	36,000
Spain	708,000
Sweden	267,000
Switzerland	217,000
Türkiye	899,000
Ukraine	410,000
United Kingdom	17,100,000
TOTAL EUROPE	27,749,000

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



European Small Mammal Population

Albania	7,000
Austria	500,000
Belgium	313,000
Bosnia & Herzegovina	15,000
Bulgaria	58,000
Croatia	38,000
Cyprus	38,000
Czechia	187,000
Denmark	389,000
Estonia	28,000
Finland	164,000
France	4,700,000
Germany	4,300,000
Greece	412,000
Hungary	394,000
Iceland	10,000
Ireland	184,000
Italy	1,800,000
Kosovo	4,000
Latvia	34,000
Liechtenstein	2,000
Lithuania	64,000
Luxembourg	34,000
Malta	16,000
Montenegro	3,000
Netherlands	641,000
North Macedonia	8,000
Norway	200,000
Poland	1,289,000
Portugal	257,000
Rep. of Moldova	14,000
Romania	94,000
Serbia	41,000
Slovakia	44,000
Slovenia	88,000
Spain	548,000
Sweden	506,000
Switzerland	408,000
Türkiye	854,000
Ukraine	818,000
United Kingdom	3,000,000
TOTAL EUROPE	22,504,000

Number of European Terraria



Albania	2,000
Austria	129,000
Belgium	52,000
Bosnia & Herzegovina	3,000
Bulgaria	14,000
Croatia	3,000
Cyprus	1,000
Czechia	5,000
Denmark	115,000
Estonia	1,000
Finland	30,000
France	2,100,000
Germany	1,100,000
Greece	6,000
Hungary	59,000
Iceland	6,000
Ireland	23,000
Italy	1,374,000
Kosovo	1,000
Latvia	1,000
Liechtenstein	2,000
Lithuania	2,000
Luxembourg	9,000
Malta	12,000
Montenegro	1,000
Netherlands	287,000
North Macedonia	2,000
Norway	110,000
Poland	219,000
Portugal	46,000
Rep. of Moldova	3,000
Romania	32,000
Serbia	10,000
Slovakia	4,000
Slovenia	4,000
Spain	740,000
Sweden	62,000
Switzerland	204,000
Türkiye	166,000
Ukraine	822,000
United Kingdom	2,122,000
TOTAL EUROPE	9,882,000

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

European Population Total

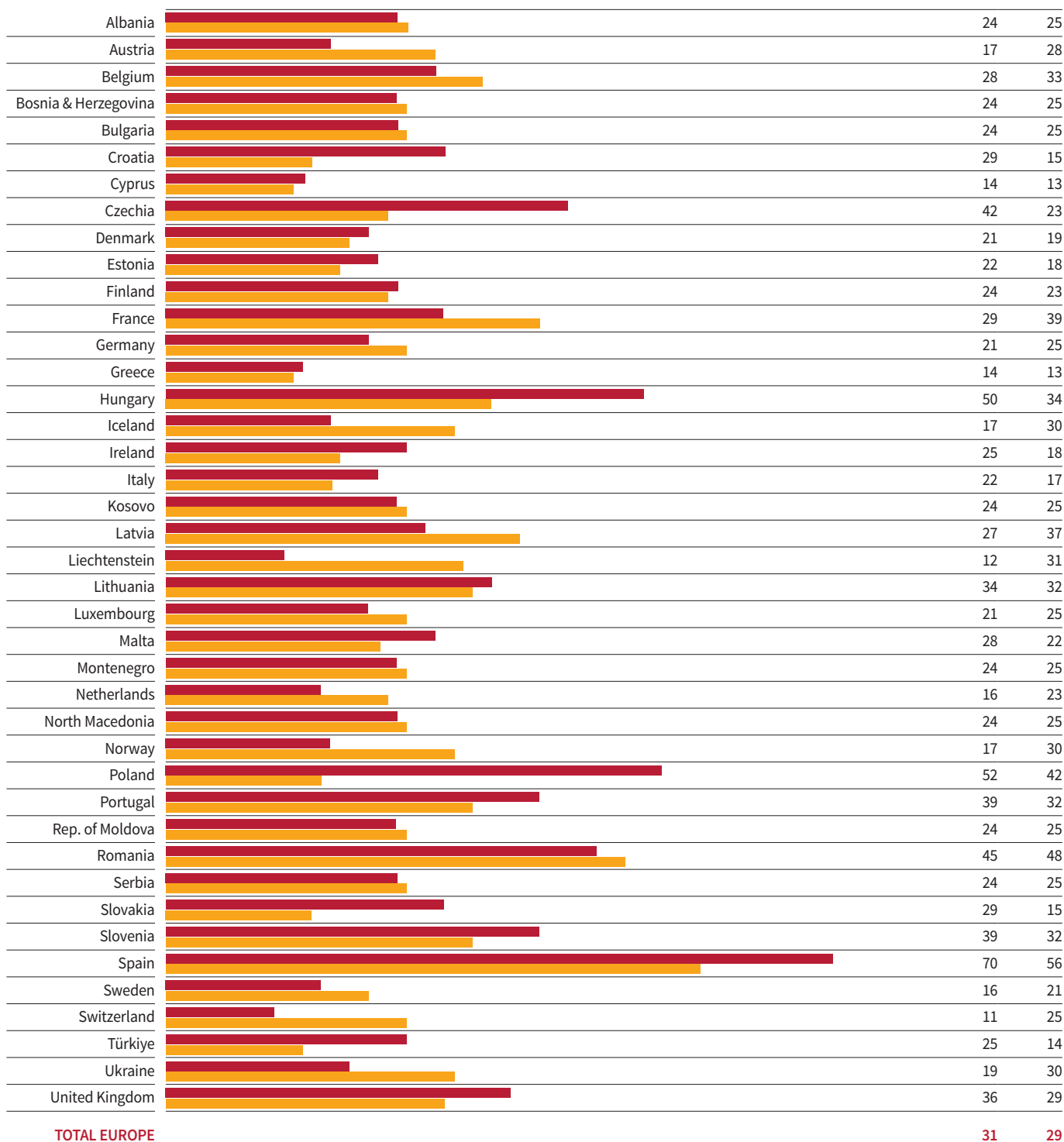
Albania	210,000
Austria	3,864,000
Belgium	5,988,000
Bosnia & Herzegovina	429,000
Bulgaria	1,706,000
Croatia	1,338,000
Cyprus	369,000
Czechia	3,994,000
Denmark	2,295,000
Estonia	617,000
Finland	2,095,000
France	38,469,000
Germany	37,000,000
Greece	2,719,000
Hungary	6,079,000
Iceland	102,000
Ireland	1,310,000
Italy	38,174,000
Kosovo	114,000
Latvia	753,000
Liechtenstein	18,000
Lithuania	592,000
Luxembourg	237,000
Malta	280,000
Montenegro	97,000
Netherlands	7,878,000
North Macedonia	229,000
Norway	2,005,000
Poland	18,796,000
Portugal	6,344,000
Rep. of Moldova	398,000
Romania	9,272,000
Serbia	1,201,000
Slovakia	2,092,000
Slovenia	945,000
Spain	17,126,000
Sweden	4,030,000
Switzerland	2,972,000
Türkiye	20,252,000
Ukraine	14,244,000
United Kingdom	49,522,000
TOTAL EUROPE	306,155,000

European Population Total Excluding Aquaria

Albania	202,000
Austria	3,612,000
Belgium	5,734,000
Bosnia & Herzegovina	412,000
Bulgaria	1,638,000
Croatia	1,302,000
Cyprus	361,000
Czechia	3,884,000
Denmark	2,003,000
Estonia	605,000
Finland	2,053,000
France	36,800,000
Germany	35,000,000
Greece	2,630,000
Hungary	5,994,000
Iceland	94,000
Ireland	1,279,000
Italy	36,774,000
Kosovo	109,000
Latvia	738,000
Liechtenstein	16,000
Lithuania	565,000
Luxembourg	221,000
Malta	267,000
Montenegro	93,000
Netherlands	7,158,000
North Macedonia	220,000
Norway	1,845,000
Poland	18,392,000
Portugal	6,246,000
Rep. of Moldova	382,000
Romania	9,120,000
Serbia	1,153,000
Slovakia	2,050,000
Slovenia	909,000
Spain	16,418,000
Sweden	3,763,000
Switzerland	2,755,000
Türkiye	19,353,000
Ukraine	13,834,000
United Kingdom	32,422,000
TOTAL EUROPE	278,406,000

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

% 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

FEDIAF Annual Population Data Methodology

2022 Onwards

This year national associations provided data for 2024 (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 this lag continues for 2024 data published in 2026).

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 2023 and the number has been aligned according to the average number of pets per household.

This year the country list is the same as the last report. For countries where national associations provided data, this data was checked against 2023 to ensure consistency and in some cases 2023 data was published last year this data has been used again for 2024 (where NA have submitted). For countries that did not submit data, Soulor Consulting used 2023 populations and calculated these missing data using a new methodology. All final population data was rounded (growth rates are calculated using the unrounded data). One change this year is that the European Medicines Agency (EMA) has shared their 2024 population data for cats and dogs and where there were significant differences with FEDIAF published 2023 data the FEDIAF 2024 data has been adjusted to be inline with the EMA data. This process has also been done for those countries for 2023 data (CY, DK, FI, LT, LU, MT & SK) using the new 2024 data and applying the change in number of households 2024 vs. 2023.

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, IT, NL, ES & 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.

FEDIAF ANNUAL MARKET DATA METHODOLOGY 2022 ONWARDS

As with Population data, this year national associations were asked to provide data for 2024. 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. For countries that are estimated the 2023-2024 growth is also based on rate of consumer inflation for 2022-2023. For 2024 (and restated 2023 data) EMA Populations data changes have been made to Market Data to ensure logical consistency.

LISTS OF COUNTRIES INCLUDED

- Population & Market Data from NA data: AT, BE, CZ, FR, DE, HU, IT, NL, NO, PL, SK, ES, SE, CH, UK (some data points were changed by Soulor Consulting during checking process).
- 2026 notes: CH is 2025 data with a new methodology; FR methodology change & 2023 data restated; BE Dog Population 2024 revised after discussion with NA.
- Population & Market Data from FEDIAF/Soulor Consulting Estimates: AL, BA, BG, HR, CY, DK, EE, FI, GR, IS, IE, XK, LV, LI, LT, LU, MT, ME, MK, PT, MO, RO, RS, SI, TR, UA.
- Sales split Cat/Dog table: Limited to: AT, CZ, FR, DE, IT, NL, NO, SK, ES, SE & GB (91% of total volume submitted).