

# THE GERMAN **PET MARKET**

# 2022

Structure & Sales Data

**IVH**

Industrieverband  
Heimtierbedarf (IVH) e.V.



Zentralverband  
Zoologischer  
Fachbetriebe  
Deutschlands e.V.

# Pet Care Market

## Pet Care Market Total

	Bricks & Mortar Trade		Online		Food for Wild Birds	
	Million €	Change <sup>2</sup>	Million €	Change <sup>2</sup>	Million €	Change <sup>2</sup>
Prepared pet food <sup>1</sup>	4,035	+ 9.5 %				
Pet accessories	1,091	- 0.9 %				
<b>Total</b>	<b>5,126</b>	<b>+ 7.1 %</b>	<b>1,203</b>	<b>+ 14.0 %</b>	<b>158</b>	<b>- 2.5 %</b>
			<b>Total</b>		<b>6,487</b>	
			(Bricks & Mortar Trade + Online + Food for Wild Birds)			

## Market for Prepared Pet Food

		Bricks & Mortar Trade	
		Million €	Change <sup>2</sup>
<b>Dog Food</b>			
	Wet food	595	+ 13.4 %
	Dry food <sup>3</sup>	516	+ 7.4 %
	Snacks	696	+ 3.6 %
	<b>Total</b>	<b>1,807</b>	<b>+ 7.8 %</b>
<b>Cat Food</b>			
	Wet food	1,329	+ 13.6 %
	Dry food	356	+ 9.4 %
	Snacks / Cat milk	326	+ 11.8 %
	<b>Total</b>	<b>2,011</b>	<b>+ 12.5 %</b>
<b>Pet Bird Food</b>			
	Complete food	44	+ 0.2 %
	Snacks / Complementary food	23	+ 0.1 %
	<b>Total</b>	<b>67</b>	<b>+ 0.2 %</b>
<b>Ornamental Fish Food</b>			
	Complete food / Snacks (incl. pond food)	59	+ 5.2 %
	<b>Total</b>	<b>59</b>	<b>+ 5.2 %</b>
<b>Food for Small Animals</b>			
	Complete food / Snacks	91	- 7.1 %
	<b>Total</b>	<b>91</b>	<b>- 7.1 %</b>
	<b>Total</b>	<b>4,035</b>	<b>+ 9.5 %</b>

Turnover figures based on consumer prices

<sup>1)</sup> without bulk food

<sup>2)</sup> Changes versus 2021







<sup>3)</sup> incl. semi-moist food

<sup>4)</sup> Food retail incl. drugstores & discounters

<sup>5)</sup> Pet shops, agricultural trade, garden centres, DIY stores, etc.

## Market for Pet Accessories

### Bricks & Mortar Trade

	Million €	Change <sup>2</sup>
 Dogs	229	- 4.6 %
 Cats	224	- 2.5 %
 Cat litter	324	+ 6.1 %
 Pet birds	30	- 9.1 %
 Ornamental fish	191	- 2.1 %
 Small animals	93	- 5.5 %
<b>Total</b>	<b>1,091</b>	<b>- 0.9 %</b>

## Turnover by Sales Channel

### Prepared Pet Food

Food retail <sup>4</sup>	62 %	2,502 Million €
Specialized trade <sup>5</sup>	38 %	1,533 Million €
<b>Total</b>		<b>4,035 Million €</b>

### Pet Accessories

Food retail <sup>4</sup>	21 %	229 Million €
Specialized trade <sup>5</sup>	79 %	862 Million €
<b>Total</b>		<b>1,091 Million €</b>

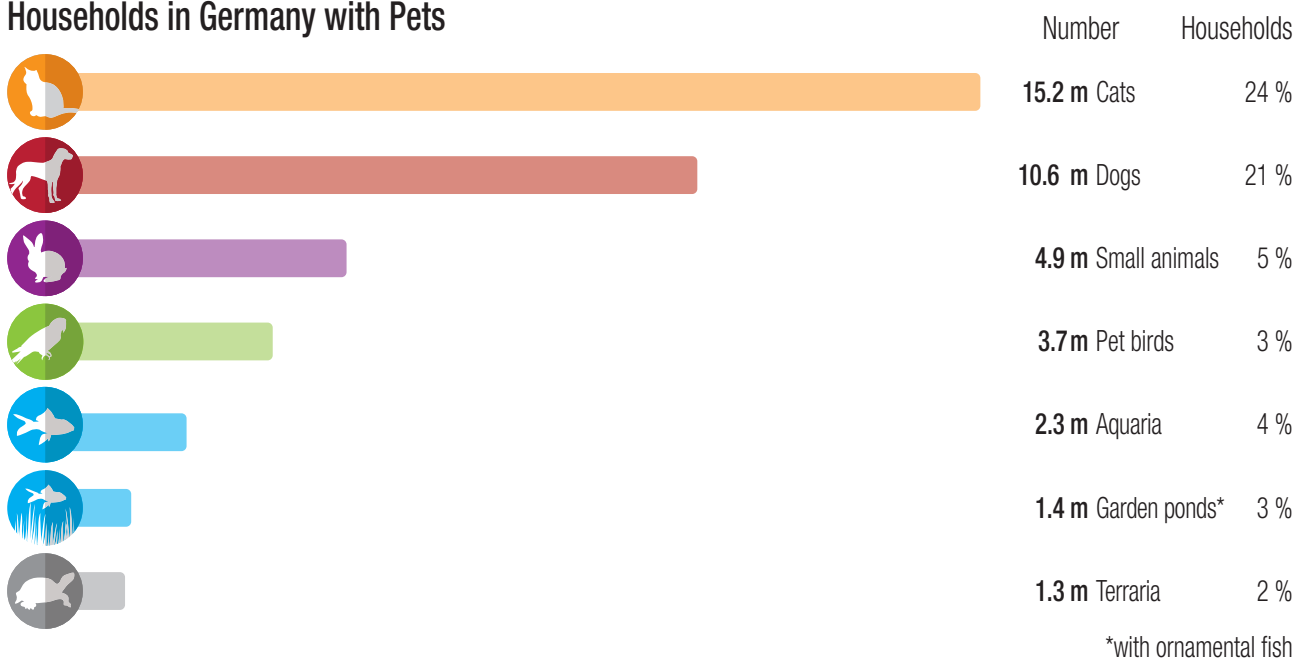
## Information on Sales Channel “Online”

Regarding pet care products, the internet is gaining in importance. According to estimates by experts from the industry and trade, the online sales volume in **2022 amounted to approximately 1,203 million euros**. As yet, no differentiated, species-specific data on the online market is available.

# Pet Population

34.4 million pets (excl. fish and reptiles) live in households in Germany.  
46 percent of all households own at least one pet.

## Households in Germany with Pets

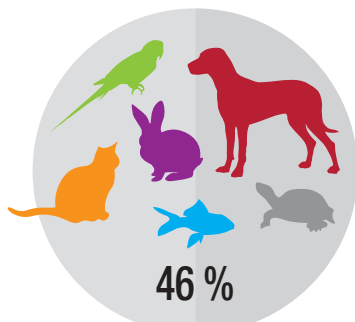


## Households with Pets

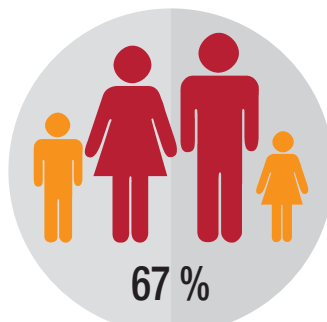
Size of Household



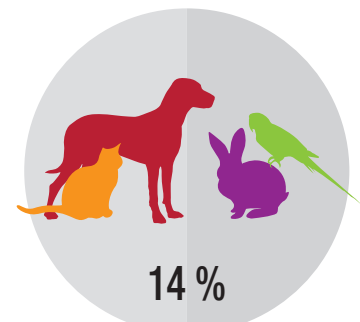
Age



of all households in Germany own at least one pet.



of all families with children own a pet.



of all households own at least 2 types of pets.

Market data was provided by IVH and ZZF member companies.

The population figures were collected on behalf of IVH and ZZF in a separate survey (basis: representative survey among 5,000 households).

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