



The European Pet Food Industry

**Katerina  
ALEXOPOULOU**

**FEDIAF  
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# FEDIAF EuropeanPetFood



- **Founded in 1970**
- Promoting the views and interests of around 150 pet food companies in Europe (95% of the industry)
- European products serve approximately 90 million pet owning households with annual pet food production of over 10.2 million tons => annual growth 3,1%
- Employing more than 1mil (direct & indirectly)
- Founding member of GAPFA (2014), representing 92% of global pet food production



## Top pets in Europe



**90**

million households  
(46% of all households)

Estimated number of European Union households owning at least one pet animal

Estimated percentage of European households owning at least one cat or one dog

Region	Cats	Dogs
EU	25%	25%
Europe	26%	25%



## Employment

Est. direct employment: 110 000  
Est. indirect employment: 950 000

Annual growth rate of the pet food industry (average value over the past 3 years) **3.1%**

Related services and products: **23.5 bn**  
(9.5 accessories, 14 services)

# FEDIAF team



**FEDIAF President**



**Secretary General**



**Technical Director**



**Scientific & Regulatory**

The daily work of FEDIAF is conducted by the Secretariat of the Association, based in **Brussels**. The multidisciplinary team is also competent in various European languages.

# FEDIAF Membership



## 15 NATIONAL ASSOCIATIONS

öhtv



BELGIAN PETFOOD ASSOCIATION



SDRUŽENÍ VÝROBCŮ  
potraviny pro domácí zvířata



NORDIC PET FOOD  
ASSOCIATION



FACC0 Fédération des  
Fabricants d'Aliments pour  
Chiens, Chats, Oiseaux  
et autres animaux familiers



IVH  
Industrieverband  
Heimtierbedarf (IVH) e.V.

fész  
1989

Felelős  
Élelmiszergyártók  
Szövetsége



Petfood Association  
of Ireland  
ibec



ASSALCO  
Associazione Nazionale Imprese  
per l'Alimentazione e la Cura  
degli Animali da Compagnia



Nederlandse  
Voedingsindustrie  
Gezelschapsdieren



polkarma

ARPAC

ASOCIAȚIA ROMÂNĂ A PRODUCĂTORILOR  
DE HRANĂ PENTRU ANIMALE DE COMPANIE



ANFAAC  
ASOCIACIÓN NACIONAL DE FABRICANTES  
DE ALIMENTOS PARA ANIMALES DE COMPAÑÍA

vhn

Verband für Heimtierernahrung  
Société pour l'alimentation des animaux familiers



pfma  
PET FOOD  
MANUFACTURERS'  
ASSOCIATION

## 5 COMPANIES



Transforming Lives

MARS

WellPet<sub>™</sub>



PURINA



in **18**  
countries



# FEDIAF Vision, Mission & WGs



## FEDIAF Vision & Mission

**Pet food that contributes to the health & wellbeing of pets**



- To be the **credible and responsible voice** of the European pet food industry collaborating with authorities, regulators and academics for achieving favourable conditions for the supply of safe, nutritious and palatable products.



- FEDIAF is fully committed to **promoting** responsible pet ownership, to the wellbeing of pet animals, to their important social role and to the respect of sustainable development.



# FEDIAF Institutional Stakeholders



# FEDIAF Network



GLOBAL ALLIANCE  
OF PET FOOD  
ASSOCIATIONS



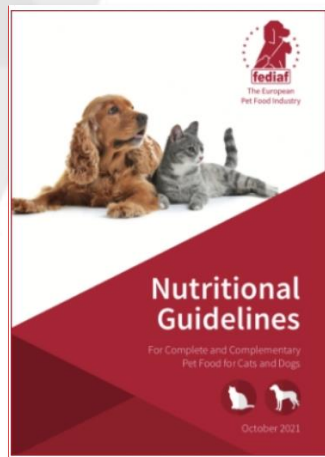
# FEDIAF Policy Areas – Hot topics





# Promoting Science

## Self & Co-regulation documents



[www.europeanpetfood.org](http://www.europeanpetfood.org)

# Role of Pets and Pet Welfare



**Benefits of Pets to humans:** Pets are a source of love and friendship, numerous scientific studies on benefits of pets for mental & physical health. Benefits highlighted during the COVID pandemic.

**Pet care:** Responsible pet ownership (including through good nutrition)

**Animal (Pet) Welfare**

**The EU Animal Welfare Platform:** promoting dialogue on animal welfare issues relevant at EU level.



European Commission | Health and Food Safety

#EU4AnimalWelfare



# PetAlliance Europe



# Thank you

