





Pet Care Market

Pet Care Market Total

	Bricks & Mortar Trade		Online		Food for Wild Birds	
	Million €	Change ²	Million €	Change ²	Million €	Change ²
Prepared pet food ¹	3,685	+ 6.5 %				
Pet accessories	1,101	+ 4.6 %				
Total	4,786	+ 6.0 %	1,055	+ 28.4 %	162	+ 26.6 %
			Total		6,003	
			(Bricks & Mortar Trade + Online + Food for Wild Birds)			

Market for Prepared Pet Food

		Bricks & Mortar Trade	
		Million €	Change ²
Dog Food			
	Wet food	525	+ 4.6 %
	Dry food ³	480	+ 3.7 %
	Snacks	672	+ 11.6 %
	Total	1,677	+ 7.0 %
	Cat Food		
	Wet food	1,170	+ 5.9 %
	Dry food	325	+ 5.9 %
	Snacks / Cat milk	292	+ 9.0 %
	Total	1,787	+ 6.4 %
Pet Bird Food			
	Complete food	44	- 2.2 %
	Snacks / Complementary food	23	+ 4.5 %
	Total	67	± 0.0 %
Ornamental Fish Food			
	Complete food / Snacks (incl. pond food)	56	+ 1.8 %
	Total	56	+ 1.8 %
Food for Small Animals			
	Complete food / Snacks	98	+ 7.7 %
	Total	98	+ 7.7 %
	Total	3,685	+ 6.5 %

Turnover figures based on consumer prices

¹⁾ without bulk food

²⁾ Changes versus 2020







³⁾ incl. semi-moist food

⁴⁾ Food retail incl. drugstores & discounters

⁵⁾ Pet shops, agricultural trade, garden centres, DIY stores, etc.

Market for Pet Accessories

Bricks & Mortar Trade

	Million €	Change ²
 Dogs	240	+ 6.7 %
 Cats	230	+ 5.5 %
 Cat litter	305	+ 4.5 %
 Pet birds	33	± 0.0 %
 Ornamental fish	195	+ 2.6 %
 Small animals	98	+ 3.2 %
Total	1,101	+ 4.6 %

Turnover by Sales Channel

Prepared Pet Food

Food retail ⁴	61 %	2,245 Million €
Specialized trade ⁵	39 %	1,440 Million €
Total		3,685 Million €

Pet Accessories

Food retail ⁴	21 %	226 Million €
Specialized trade ⁵	79 %	875 Million €
Total		1,101 Million €

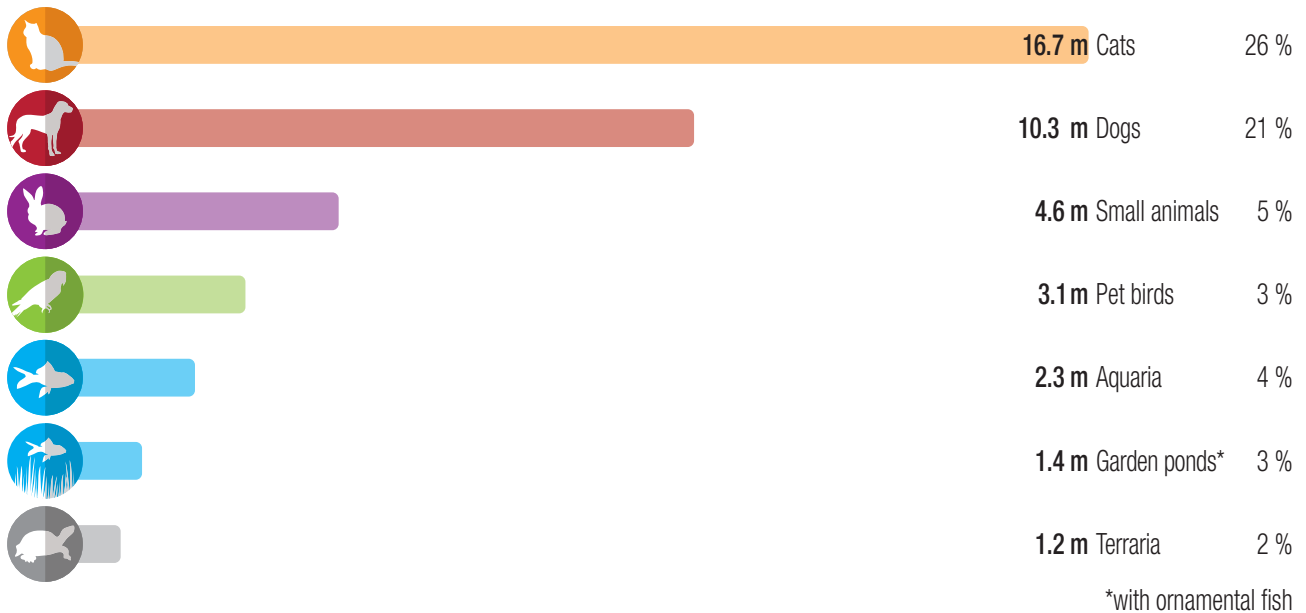
Information on Sales Channel “Online”

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 **2021 amounted to approximately 1,055 million euros**. As yet, no differentiated, species-specific data on the online market is available.

Pet Population

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

Households in Germany with Pets

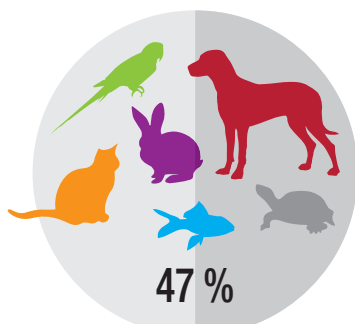


Households with Pets

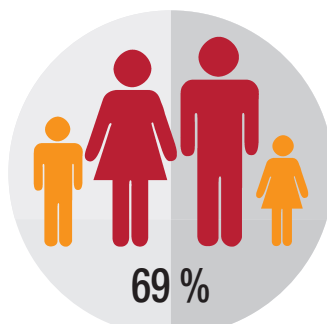
Size of Household



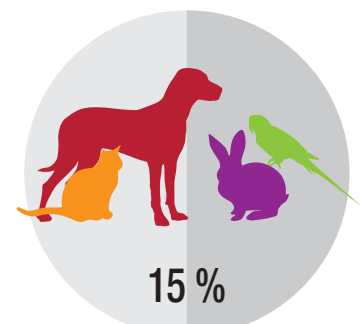
Age



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 7,000 households).

Due to methodological adjustments and other external factors, they may not directly be compared with previous year's figures.

IVH

Industrieverband
Heimtierbedarf (IVH) e.V.



Industrieverband Heimtierbedarf (IVH) e.V.
Emanuel-Leutze-Str. 11 | D-40547 Düsseldorf
Phone: +49 (0)211 - 594074
Fax: +49 (0)211 - 596045
E-mail: info@ivh-online.de



ZZF – German Pet Trade & Industry Association
Mainzer Str. 10 | D-65185 Wiesbaden
Phone: +49 (0)611 - 447553-0
Fax: +49 (0)611 - 447553-33
E-mail: info@zzf.de