

# 2023

## THE GERMAN **PET MARKET**

Structure & Sales Data








# 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>	4,495	+ 11.4 %				
Pet accessories	1,121	+ 2.7 %				
<b>Total</b>	<b>5,616</b>	<b>+ 9.5 %</b>	<b>1,316</b>	<b>+ 9.4 %</b>	<b>161</b>	<b>+ 1.9 %</b>
			<b>Total</b>		<b>7,093</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	677	+ 13.7 %
	Dry food <sup>3</sup>	547	+ 6.1 %
	Snacks	748	+ 7.4 %
	<b>Total</b>	<b>1,972</b>	<b>+ 9.1 %</b>
	<b>Cat Food</b>		
	Wet food	1,532	+ 15.3 %
	Dry food	396	+ 11.3 %
	Snacks / Cat milk	372	+ 14.0 %
	<b>Total</b>	<b>2,300</b>	<b>+ 14.4 %</b>
<b>Pet Bird Food</b>			
	Complete food	48	+ 9.4 %
	Snacks / Complementary food	26	+ 12.0 %
	<b>Total</b>	<b>74</b>	<b>+ 10.3 %</b>
<b>Ornamental Fish Food</b>			
	Complete food / Snacks (incl. pond food)	60	+ 1.1 %
	<b>Total</b>	<b>60</b>	<b>+ 1.1 %</b>
<b>Food for Small Animals</b>			
	Complete food / Snacks	89	- 1.9 %
	<b>Total</b>	<b>89</b>	<b>- 1.9 %</b>
	<b>Total</b>	<b>4,495</b>	<b>+ 11.4 %</b>

Turnover figures based on consumer prices

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

<sup>2)</sup> Changes versus 2022







<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	225	- 1.6 %
 Cats	241	+ 7.3 %
 Cat litter	351	+ 8.6 %
 Pet birds	30	+ 0.4 %
 Ornamental fish	178	- 7.0 %
 Small animals	96	+ 3.5 %
<b>Total</b>	<b>1,121</b>	<b>+ 2.7 %</b>

## Turnover by Sales Channel

### Prepared Pet Food

Food retail <sup>4</sup>	63 %	2,832 Million €
Specialized trade <sup>5</sup>	37 %	1,663 Million €
<b>Total</b>		<b>4,495 Million €</b>

### Pet Accessories

Food retail <sup>4</sup>	22 %	247 Million €
Specialized trade <sup>5</sup>	78 %	874 Million €
<b>Total</b>		<b>1,121 Million €</b>

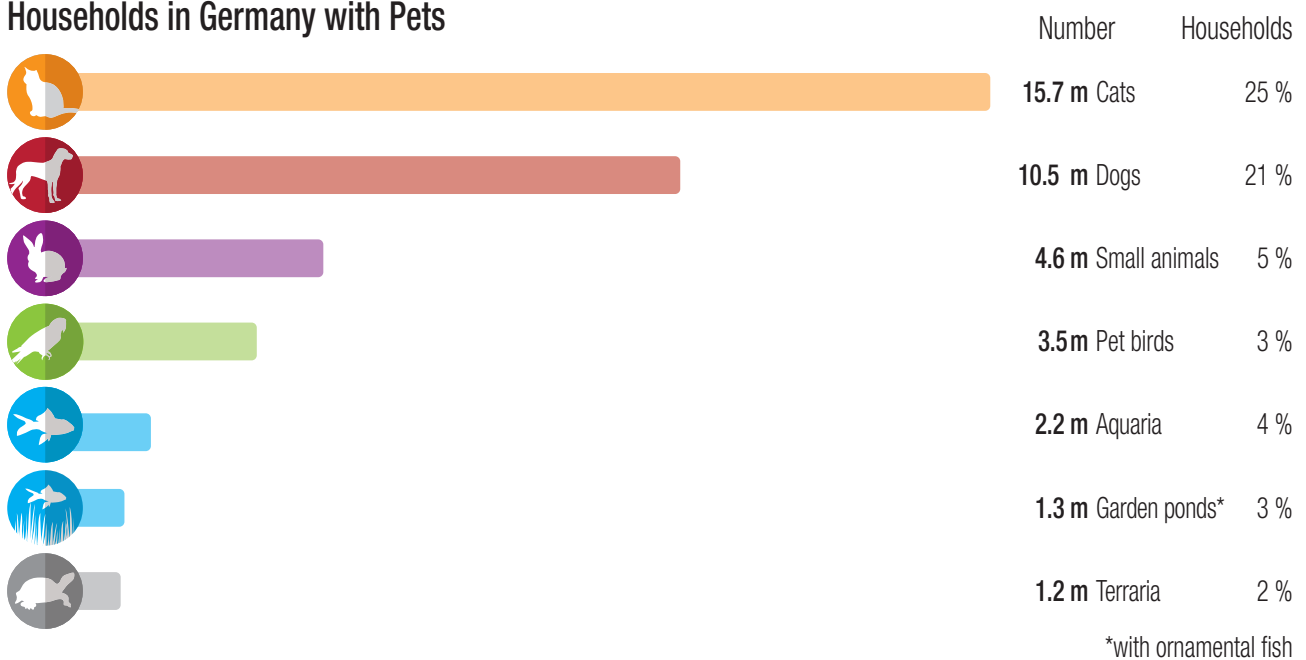
## Information on Sales Channel “Online”

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 **2023 amounted to approximately 1,316 million euros**. As yet, no differentiated, species-specific data on the online market is available.

# Pet Population

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

## Households in Germany with Pets

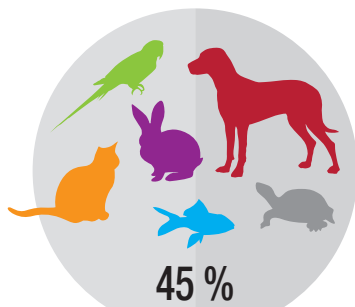


## Households with Pets

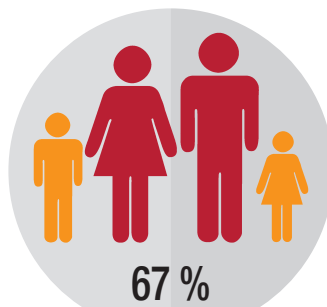
Size of Household



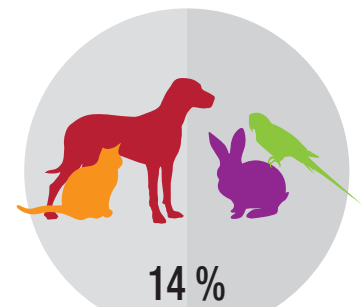
Age



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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