

Europe Pet Treats - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2017 - 2029

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Report description:

The Europe Pet Treats Market size is estimated at USD 8.31 billion in 2024, and is expected to reach USD 12.43 billion by 2029, growing at a CAGR of 8.39% during the forecast period (2024-2029).

Dogs held the major share of the market due to a shift in demand toward more premium dog treats and their higher population

- The pet treats market in Europe has experienced a significant shift toward premium and natural products. Pet owners are increasingly seeking treats made with high-quality ingredients that are free from artificial additives. This trend is driven by the growing awareness about the significance of nutrition in the well-being of pets.
- Among animals, the dogs segment held the highest share of the pet treats market in the region, accounting for 47.2% in 2022. This higher share can primarily be attributed to the large population of dogs compared to other pets and a shift in demand toward more premium dog treats. The treats segment for dogs is anticipated to register a CAGR of 8.0% during the forecast period.
- Cats held the second-largest market share, accounting for 34.9% in 2022, due to their popularity as pets, low maintenance requirements, and increased use of commercial treats for cats across the region in training, rewarding, and maintaining their dental health.
- Despite other pets, such as birds, fish, and rodents, accounting for 33.8% of the pet population in the region, they held a share of 17.9% in 2022. This lower share can be attributed to their smaller size, resulting in lower food requirements compared to larger pets. There is a growing interest in these animals as pets as they have relatively low maintenance compared to dogs and cats.
- The increasing awareness among pet owners and the growing population of pets in the region are anticipated to drive the growth of the pet treats market during the forecast period.

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France and Germany are the major treat markets due to increasing disposable incomes, pet humanization, and preferences to strengthen the bond with pets

- In 2022, Europe emerged as one of the largest markets in the global pet treats market, with a market value of USD 7.57 billion. Pet treats are a significant segment in the European pet food market, playing a vital role in developing a strong bond with pets and pet owners. As a result, pet treats accounted for about 15.9% of the European pet food market.
- France dominated the European pet treats market, with a market value of USD 1.23 billion in 2022. This can be attributed to several factors, including the large population of pets in the country, which was estimated to be over 38.4 million in 2022. Additionally, the country's increasing disposable income, the prevailing trend of pet humanization, and evolving consumer preferences to strengthen the bond with their pets have contributed to the strong market presence.
- Germany and the United Kingdom are the second and third largest countries in the European pet treats market, representing market values of USD 1.10 billion and USD 886.0 million, respectively, in 2022. This is due to the strong pet ownership culture, along with the emphasis on pet well-being and health, which has fueled the demand for premium and specialized pet treats. The combination of these factors has contributed to France and Germany's prominent positions in the European pet treats market.
- Poland has emerged as the fastest-growing country in the European pet treats market, with an estimated CAGR of 17.2% during the forecast period. The evolving consumer preferences, growing pet population, and increased awareness of pet nutrition have directly translated into higher demand for pet treats.
- The growing pet population, increased disposable incomes, and pet adoption in Europe are estimated to fuel the growth of the market during the forecast period.

Europe Pet Treats Market Trends

Cats are the major companion animals adopted in Europe due to their adaptability to small spaces and their reputation as a symbol of good luck

- In Europe, cats are the major pets adopted by people, and they accounted for 36.4% of the total pet population in 2022. The high adoption of cats is mainly due to their adaptability to smaller living spaces and their ability to stay indoors without feeling cooped up. In some European countries, including the United Kingdom, Germany, and Russia, cats are considered to be symbols of good luck or fortune.
- Owning pets creates a sense of companionship, affection, protection, and unique bonds with the owners. Therefore, 90 million EU households had cats as pets in 2021, representing 46% of the households. The European cat population has been steadily rising over the years, which grew by 14.9% from 2017 to 2022. The higher adoption of cats as pets after the pandemic can be mainly attributed to the rising pet humanization stimulated by loneliness and remote work. For instance, from 2020 to 2022, the cat population in Europe grew by 7.1%.
- In Europe, Russia has a large cat population, accounting for 19.6% of the total population in the region, followed by Germany (14.8%), France (13.2%), and the United Kingdom (11.1%). There is a cultural affinity for cats in Russia, with many Russian literary works featuring cats as important characters. They are also considered a symbol of good luck in Russian folklore. European Shorthair, Chartreux, Russian Blue, and Siberian are among the major cat breeds adopted in Russia and the region.
- The adoption of harmonized rules for traveling with pets, growing online sales of cats, relatively lower maintenance, and urban living are some of the major factors driving the cat population in the region.

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Dogs accounted for higher pet expenditure than other pets due to the higher per capita consumption and cravings

- Pet expenditure in Europe increased during the historical period due to a growth in spending on different types of food and growing premiumization amid rising concerns of pet parents about the health of their pets. These factors increased the pet expenditure per animal by 22.7% between 2017 and 2022. In 2022, dogs had the largest share of 47.8% due to their higher consumption of pet food than cats and the rising demand for premium pet food for dogs. For instance, in the United Kingdom, people's average pet food expense was USD 330 in 2022, which is more than a cat's food expense of USD 150. Dogs are also provided with services such as pet grooming and pet training for socialization with other dogs.
- Pet parents are providing premium brand products to their pets, including cats and dogs. Brands such as Royal Canin, Purina, and Whiskas are gaining popularity among pet parents due to the growing pet humanization and increasing disposable incomes. The medium-priced pet food segment is also growing due to improvements in the pet food nutrition offered by the products in this segment.
- During the COVID-19 pandemic, sales of pet treats through online channels increased due to the limited product offerings at supermarkets compared to e-commerce websites due to lockdowns and the convenience of shopping online. Amazon became a leader in pet food sales in the United Kingdom, and the website has received more than 579 million visits annually since the pandemic.
- The higher consumption of premium pet food and growing awareness about the benefits of healthy, nutritious pet food are boosting pet expenditure in the region.

Europe Pet Treats Industry Overview

The Europe Pet Treats Market is fragmented, with the top five companies occupying 29.20%. The major players in this market are ADM, Affinity Petcare SA, Colgate-Palmolive Company (Hill's Pet Nutrition Inc.), Mars Incorporated and Nestle (Purina) (sorted alphabetically).

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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