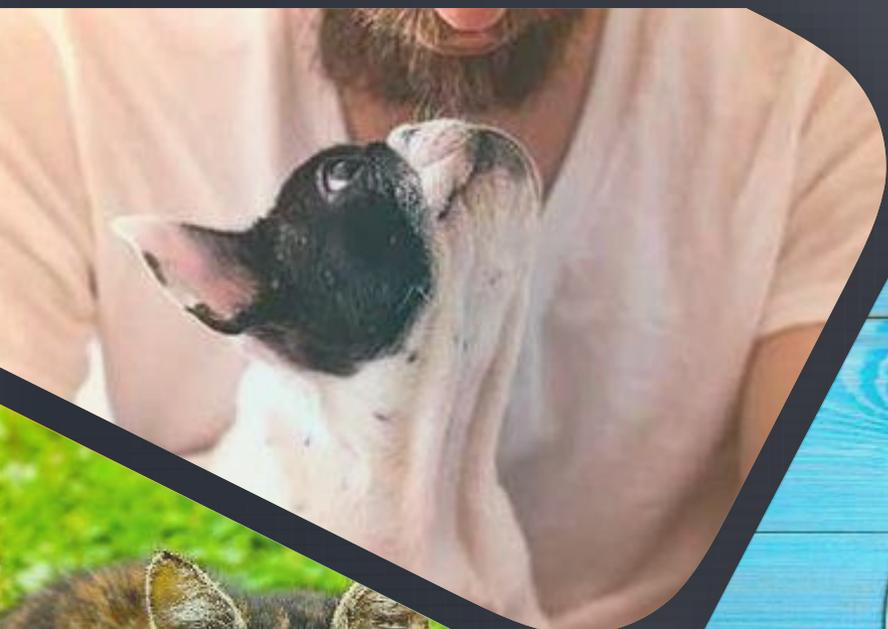




Fédération des fabricants  
d'aliments pour chiens, chats,  
oiseaux et autres animaux familiers



1





# key figures

ECONOMIC DATA  
FACCO 2024  
MEMBERS

The numbers  
of the  
profession

**34**

MEMBERS

**39**

PRODUCTION  
UNITS

**7,850**

DIRECT JOBS

**22,000**

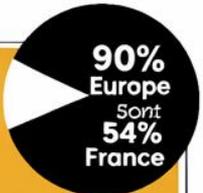
INDIRECT  
JOBS  
IN FRANCE\*



**1 507,525**  
TONNES OF RAW MATERIALS  
USED

from agriculture, livestock  
and fishing:

**10%**  
Other  
countries



**1,194,000**  
TONNES SOLD  
IN FRANCE

including  
**225,000**  
TONNES  
imported

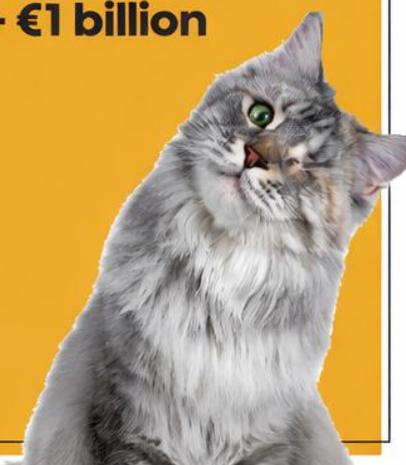
**320,500** TONNES + **847,500** TONNES + **26,000** TONNES  
of wet products (dogs/cats) - of dry products (all animals) - of complementary pet food

**47%**  
SOLD FOR EXPORT  
i.e. **876,180 TONNES**

An exceptional trade surplus of  
**+ €1 billion**

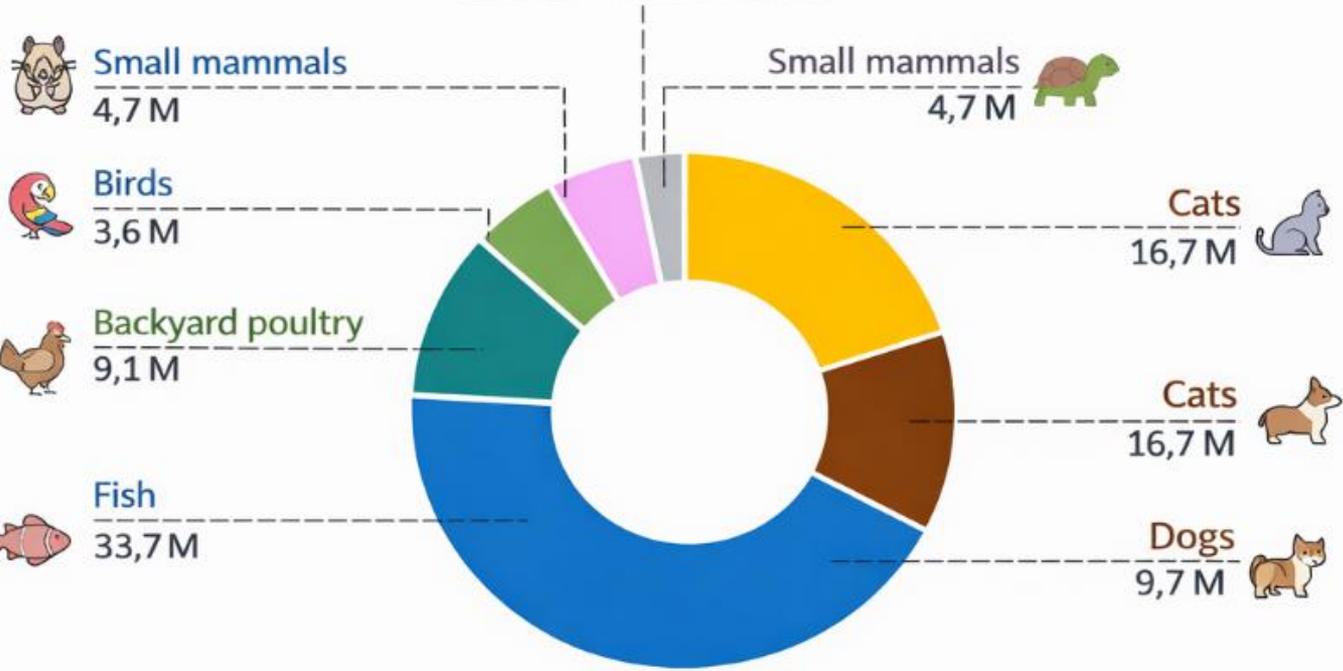
**€4,8 billion**  
in revenue in 2024

**€270 million**  
invested by the industry to improve  
products and production technologies



# Pet population

Estimated number of companion animals in mainland France



**Small mammals**

- Rabbits: 1.8 M
- Hamsters: 1.2 M
- Ferrets: 0.4 M
- Other rodents: 1.3 M

**Birds**

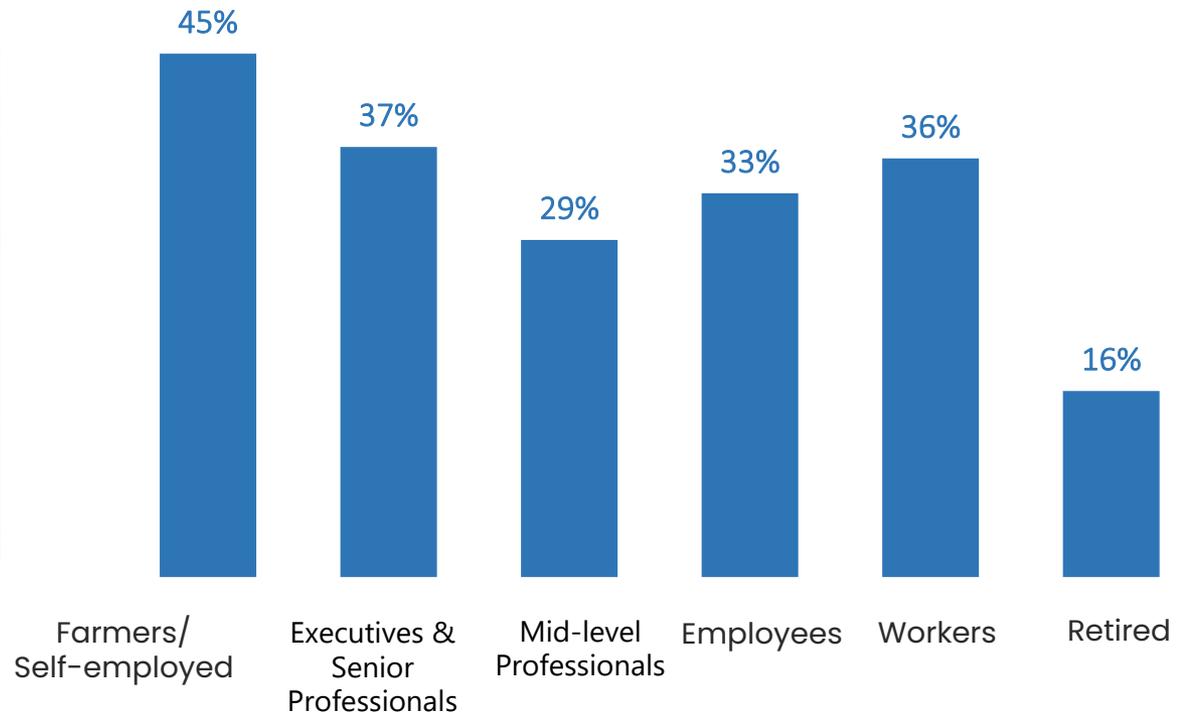
- Parakeets: 0.6 M
- Other caged birds: 3 M

**Fish**

- Aquarium fish: 14.2 M
- Pond fish: 19.5 M

60% of French people own at least one pet  
83% of French people have or have had a dog or a a cat !

# % of dog owners by socio-professional category



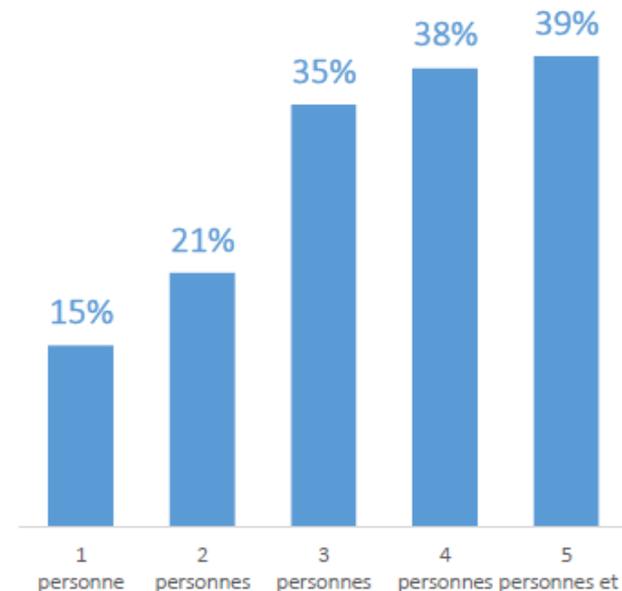
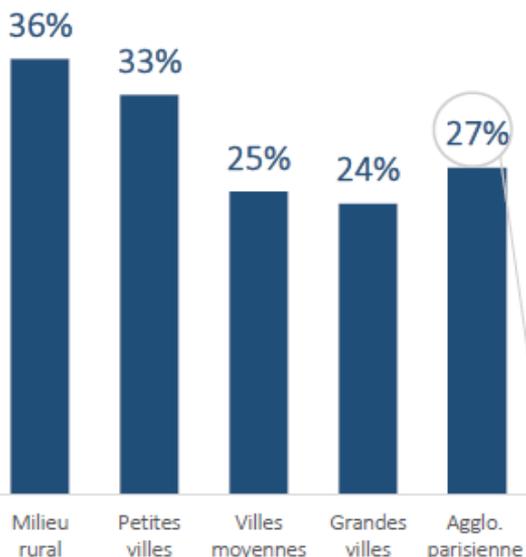
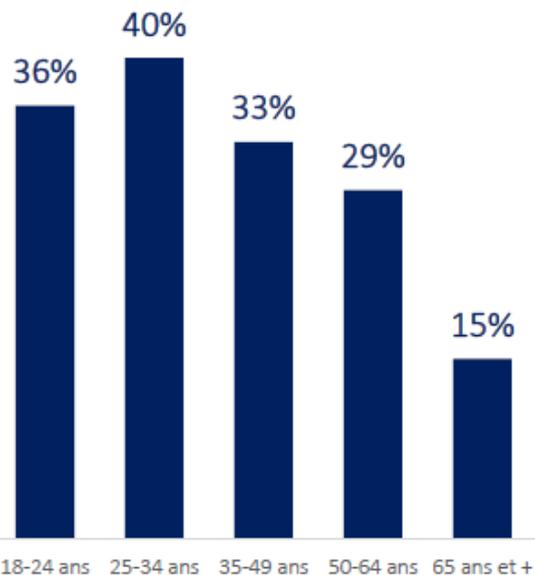
# Dog owner profile



ÂGE

CATEGORIE D'AGGLOMERATION

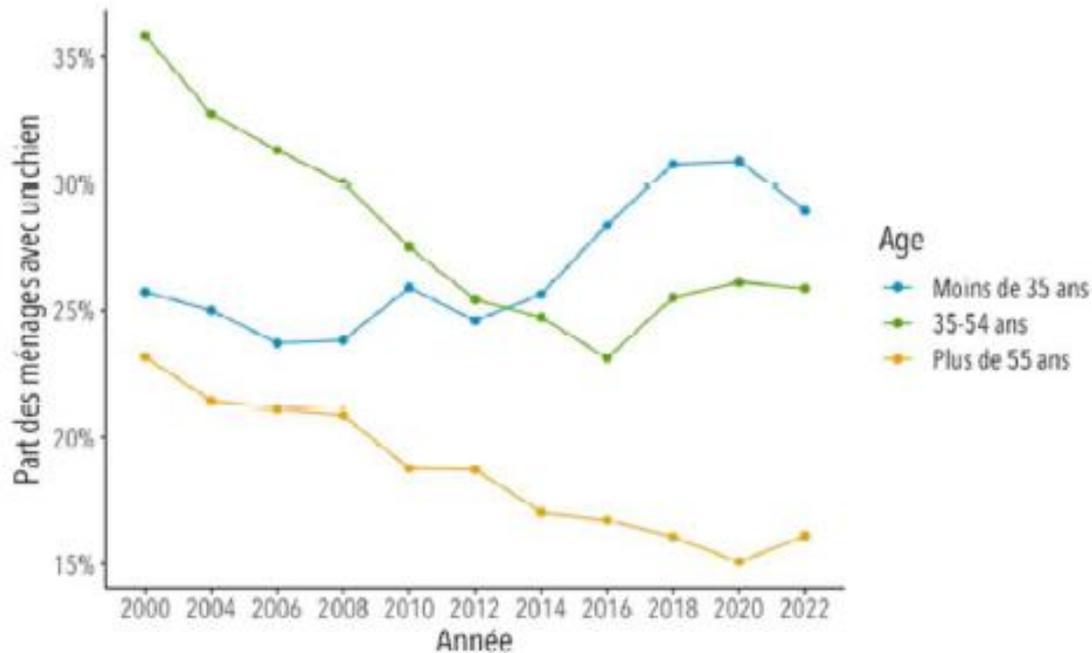
TAILLE DU FOYER



Base : 10 026

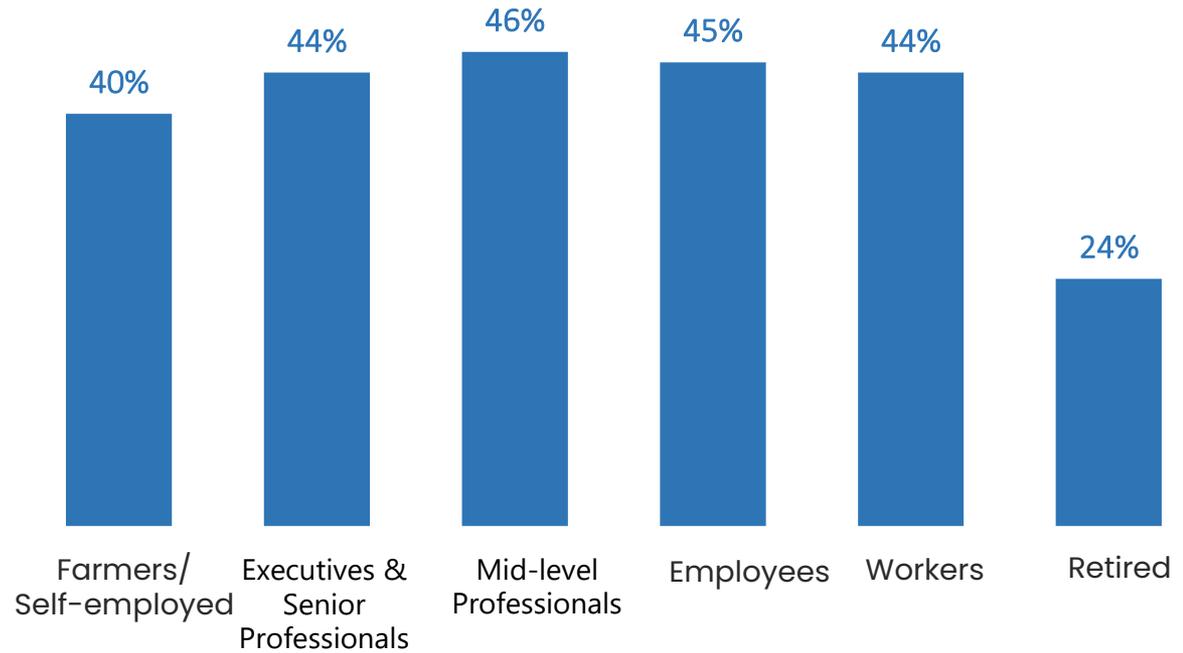
# Dog owner profile

Share of households with a dog according to their age group



- ownership is closely linked to the age of the owners and has seen a reversal in 20 years.
- In the 2000s, households in their forties were those who owned the most dogs.
- But since the beginning of the 2010s, it is young households (under 35 years old) who have taken over, the “Pet Parents”.

# % of cat owners by socio-professional category

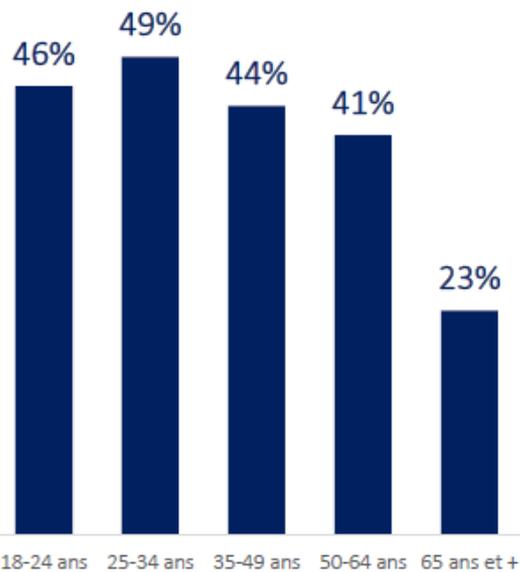




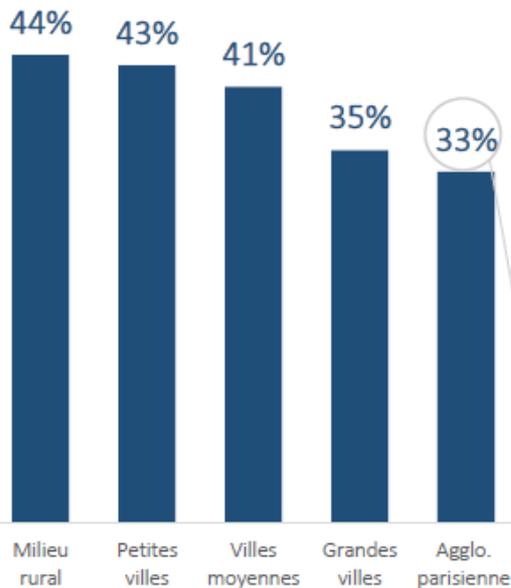
# Cat owner profile



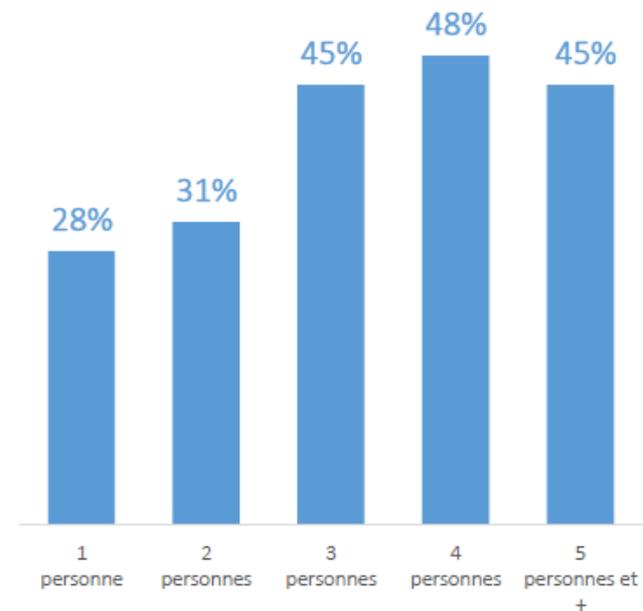
ÂGE



CATEGORIE D'AGGLOMERATION



TAILLE DU FOYER



# Profile of Dogs and Cats in France



## DOGS

**Average Age : 6  
years and 6 months**

**Average Age at death: 11  
years and 2 months**

**Average weight : 18,4 kg**



## CATS

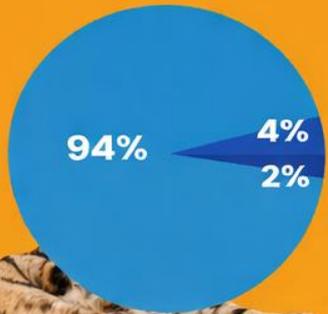
**Average Age : 6  
years and 10 months**

**Average Age at death : 11  
years and 3 months**

**Average weight : 4,8 kg**



# Focus on pet food



## CATS

€324/year  
Food budget

- Industrially prepared food
- Homemade food
- Mix of two



## DOGS

€487/year  
Food budget



## TYPES OF FOOD given by owners



# Top 3 of purchase place

## CATS



## CATS

- 15% Drive-through (click-and-collect)
- 12% Hard discount
- 11% Veterinary clinics
- 9% garden centers
- 1% Other (pharmacy, groomer, breeder...)

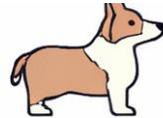
## DOGS



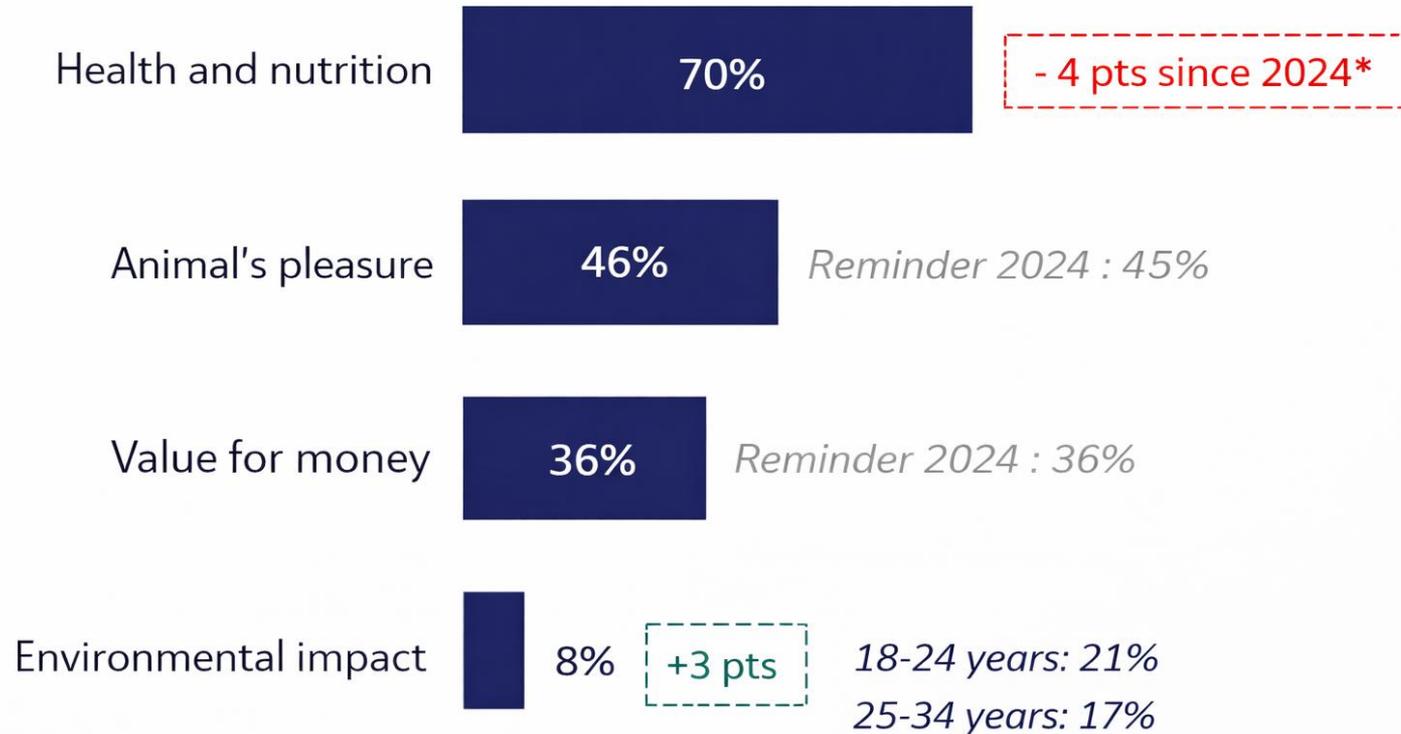
## DOGS

- 15% garden centers
- 14% Drive-through (click-and-collect)
- 13% Veterinary clinics
- 12% Hard discount
- 3% Other (pharmacy, groomer, breeder...)

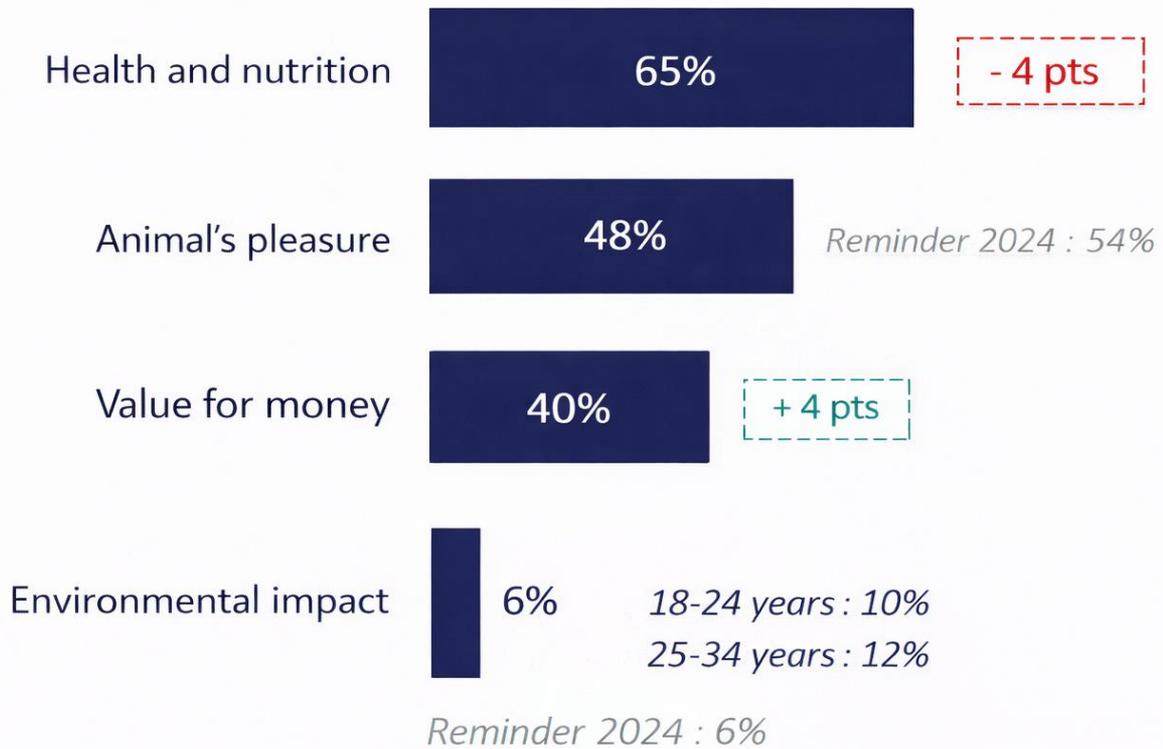
# Pet food selection criteria



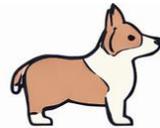
## Dogs



# Pet food selection criteria



# Impact of inflation on pet food purchasing habits



Dogs

24% + 3 pts\*

of dog owners have changed their dog food purchasing habits because of inflation

By the lowest income households\* : 38%

By primary type of food:

*Table scraps as main ration: 42%*

By location of dog food purchases :

*Hard discount stores & warehouse clubs\*: 40%*

**\*Household net monthly income < €1,500**

# Impact of inflation on pet food purchasing habits



**16%** *Reminder 2024: 16%*

of cat owners have changed their cat food purchasing habits because of inflation

By the lowest income households\* : 28%

By primary type of food:

*Table scraps as main ration : 55%*

By location of cat food purchases :

*Hard discount stores & warehouse clubs : 62%*

**\*Household net monthly income < €1,500**

# French market

- **Pet care** : 2024: € 6,6 billions => €7.5 billions by 2027.
- Pet food market: about 4,5 billions. + 4,1% by 2030
-  **The market remains structurally on a growth trajectory, but at a more moderate pace than in 2021–2023, a period that was strongly driven by inflation.**
- Whole budget for a dog/cat (vet, grooming, food, accessories, insurance = 943€/year (IFOP, 2022)
- 69% of French people consider their pet to be a member of their family (IPSOS-Santévet)
- Market studies point to moderate but steady growth, mainly driven by premiumisation and increasing spending per pet.

# French consumer expectations

- Criteria n° 1: health!
- Naturality vs ultra processed
- Made in France
- Meat vs animal by products (PAP vs fresh meat)
- Bi-nutrition, a preferred feeding method for cats  
=> cats drive the wet sector.
- No trade barriers but huge choices of products => difficult to be referenced in specific retail or supermarkets.
- **But be careful with French authorities!!!!**

**Any ingredient highlighted on the packaging must correspond to the raw materials used.**

**A claim must not be misleading and must be substantiated.**





[www.facco.fr](http://www.facco.fr)

*Merci de votre attention*