Importance of Pets in Belgium 2025

BELGIAN PETFOOD ASSOCIATION

Pet ownership in Belgium

17% of Belgians welcomed a new pet in the past year

58% of Belgian households have one or more pets



33% of Belgians have one or more cats

28% of Belgians have one or more dogs

The value of pet ownership



70% of pet owners consider their pet to be (very) important in their life

FOR **1** IN **4** their pet is the most important part of their life

FOR **43%** the main reason for welcoming a new pet is to provide companionship for the family

Pets at work

1 IN **6** working dog and cat owners (16%) is allowed to bring their pet to work



12% of working dog and cat owners bring their pets to work some or all of the time

Pet survey conducted by iVOX on behalf of BEPEFA in April 2025
N = 1,500 adults / representative sample

Every day, our members strive to deliver safe and nutritious pet food with care for the planet.

BEPEFA | Rue de l'hôpital 29 | B-1000 BRUSSELS | Tel: +32 2 512 09 55 | www.bepefa.eu | LinkedIn

*4 Healthy Pets (Edgard & Cooper) * Absolute Petfood (Grandorf) * Affinity Petcare Belgium * Fides Petfood * Flamingo Pet Products * Hill's Pet Products * Just Russel * Mars Belgium * Nestlé Belgilux * Royal Canin Belux * United Petfood Producers * Versele-Laga * WellPet Belgium*

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Pet food purchase decision factors

The most important purchase decision factors for Belgian pet owners:

1. Food tailored to the pet's life stage 3,8/5
2. Food tailored to the pet's size 3,8/5
3. Food tailored to the pet's sensitivities and health issues 3,7/5

Sustainability

47 % would be willing to pay more for pet food that is sustainable or has a lower ecological footprint



Pets matter and are increasingly given a second chance



32 % of pets have been "rescued" (from a shelter, found, or taken in via an international rescue organization)

Top wishes of dog owners

40 %
want more areas where dogs can run freely

29 %
want dogs to be allowed in restaurants, cafés, terraces, etc.

25 %
want to be able to bring their dog into shops or public places



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