



**The European Pet Organisation represents 11 trade associations in nine countries representing thousands of enterprises many of which are SME's or micro businesses.**

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**Positive about pets – while problems must be identified and managed there should be recognition of the current socio-economic value of pets in the EU**

### **ECONOMIC**

During 2008 it is estimated that:

- household expenditure on pets (not including horses but including vets fees) was approximately €29 billion. (Note 1)
- expenditure on pets contributed €12 billion in taxes to governments in the EU Member States. (Note 2)
- 287,000 people were directly employed in the pet industry

**The figures do not include any provision for the significant indirect economic activities and benefits which would inevitably flow from the sector.**

### **SOCIAL**

A recent paper (Note 3) concluded "Whereas the evidence for a direct causal association between human well-being and companion animals is not conclusive, the literature reviewed is largely supportive of the widely held, and long standing belief that "pets are good for us".

### **HEALTH (Note 4)**

In 1999 the Society of Companion Animal Studies estimated that the benefits of pet ownership saved the UK National Health Service £1 billion.

In 2000 it was estimated that "the loss of all pets would bring in its train an increase in national health expenditure of 5.59 billion Euro's." In 2008 Germany represented 19.5% and 16.5% of the total number of households and population in EU MS respectively. It therefore seems reasonable to estimate conservatively that the health savings in the EU associated with pet ownership would be in excess of (and probably significant in excess of) **€20 billion annually.**

**The pet sector probably contributes, either, through tax revenues or savings on health spending, approximately €80 million a day within the EU MS.**

## NOTE 1

Family expenditure data of the following UN COICOP (Classification of Individual Consumption According to Purpose) codes was retrieved from government sources for Austria, the Czech Republic, Denmark, Estonia, France, Germany, Hungary, Ireland, Italy, Sweden and the United Kingdom. Thus the expenditure discussed is that which government agencies ascribe to this sector. Based on Eurostat data these 11 EU Members States in 2008 accounted for 64% of the population, 67% of households and 73% of Gross Domestic Product of the EU. The household expenditure in these MS in 2008 was calculated to be €2.3 billion.

- **Class: 09.3.4 - Pets and related products (ND)**

Pets, pet foods, veterinary and grooming products for pets, collars, leashes, kennels, birdcages, fish tanks, cat litter, etc. Excludes: horses and ponies (07.1.4) or (09.2.1); veterinary services (09.3.5).  
<http://unstats.un.org/unsd/cr/registry/regcs.asp?Cl=5&Lg=1&Co=09.3.4>

- **Class: 09.3.5 - Veterinary and other services for pets (S)**

Veterinary and other services for pets such as grooming, boarding, tattooing and training.  
Excludes: veterinary and other services (stabling, farriery, etc.) for horses and ponies purchased for recreational purposes (09.2.3). <http://unstats.un.org/unsd/cr/registry/regcs.asp?Cl=5&Lg=1&Co=09.3.4>

## NOTE 2

The tax taken as a % of Gross Domestic Product is available from Eurostat. For the MS for which expenditure data was retrieved this value varied from 29.3% in Ireland to 47.1% in Sweden with average of 39.8%. In the 11 MS from which data was obtained the tax generated was estimated to be €9.2 billion.

To calculate we assumed 75% of the animal care related jobs identified by LANTRA in the UK were concerned with pet care : It has **13,000 businesses**, **78,000 employees** and lots of **volunteers**. Think pet shops, boarding kennels, catteries, pet breeders, training, grooming, animal welfare charities, zoos, wildlife parks, public services and performing animals in film and television  
<http://www.lantra.co.uk/Industries/Animal-Care.aspx>

On this basis employment in the pet sector in the UK may be 58,500. The UK ornamental fish industry alone employed in the region of 10,000 people directly  
<http://webarchive.nationalarchives.gov.uk/20100111085541/http://www.defra.gov.uk/corporate/consult/fish-imports/100119-condoc-impact-assessment.pdf> . In 2008 the UK the expenditure on pets was €5.9 billion. Thus it might be estimated that the sector employs 287,500 in the EU.

## NOTE 3

The Effects of Animals on Human Health and Well-Being, Wells, D.L., Journal of Social Issues, Vol. 65, No.3, 2009, pp.523-543

## NOTE 4

SCAS ; <http://news.bbc.co.uk/1/hi/health/441483.stm>

Pet ownership is good for your health and saves public expenditure too, Heady, B., Grabka, M., Kelley, J., Reddy, P., Yi-Peng, T., Australian Social Monitor, Vol. 5, No.4 November 2002