

Importance of pets in Belgium

2026



Pet ownership in Belgium

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

60% of Belgian households have one or more pets



32% of Belgians have one or more cats

33% of Belgians have one or more dogs



Where pets come from

75% via breeder, family, friends or private

Dogs



37% mostly from breeders

Cats



24% most often found or rescued

The value of pet ownership

74%

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

45%

name companionship for their family as the main reason for welcoming a new pet



Source: online survey conducted by iVOX on behalf of BEPEFA in April 2026
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 BRUXELLES | Tel: +32 2 512 09 55 | www.bepefa.eu | [LinkedIn](#)

Absolute Petfood * Affinity * Edgard&Cooper * Fides * Flamingo * FreshFrozenforPets * Hill's * JustRussel * Mars * Purina * RoyalCanin * UnitedPetfood * Versele-Laga * WellPet

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Pet food : purchase decision factors



The most important purchase decision factors for Belgian pet owners:

1. Food that my pet enjoys eating 4,3/5
2. Food tailored to the pet's life stage 3,9/5
3. Food tailored to the pet's size 3,9/5

45% would be willing to pay more for pet food that is sustainable or has a lower ecological footprint

Pets at work

1^{IN} 6 working dog and cat owners (15%) is allowed to bring their pet to work



11% of working dog and cat owners bring their pets to work some or all of the time

Top wishes of dog owners

34% want more green areas where dogs can run freely

35% want dogs to be allowed in restaurants, cafés, terraces, etc.

30% want to be able to bring their dog into shops or public places



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