

PET VISION: AN OVERVIEW OF THE PET MARKET'S MOST INNOVATIVE PRODUCTS

Pet Vision is the area that showcases and highlights the products by Zoomark exhibitors that best interpret emerging market trends or are destined to be big news in the near future.

Pet Vision offers instant insights into the pet food and pet care market, which is constantly evolving and is known for its strong focus on research and innovation.

Situated in **hall 16 of BolognaFiere**, this area is designed to help pet shop owners, buyers and purchasing managers tap into the new and emerging trends and make choices in line with consumers' changing needs.

Pet Vision also addresses the industry and the brands themselves, enabling them to valorize their investments in innovation and development by highlighting the five most important megatrends destined to shape the pet market in the future.

THE 5 MEGATRENDS IN THE PET VISION AREA AND THE MOST INTERESTING NEW IDEAS

Green transition brings together innovations with a focus on **sustainability and the environment**: products and packaging that are eco-friendly, reusable, recyclable or produced with a reduced use of energy resources.

The most original eco-friendly products presented in this section include: insect-based dry and wet foods and snacks; accessories made of recycled, sustainable materials, such as the vegan harness produced using apple peel; biodegradable, compostable litter boxes and bags; and ultrasonic flea and tick repellers.

Value for money: this category includes food and non-food products that offer a **high price-quality ratio**, to help support consumers in the current inflationary scenario. The Value for money section throws the focus on products and services that offer affordable luxury and quality.

Healthy & functional is the category dedicated to **pet wellness**. It includes numerous new functional products designed to meet specific needs related to pet health and well-being: diet foods, snacks enriched with superfoods, diagnostic tools, interactive games to stimulate pets' cognitive abilities or correct chewing, as well as anxiety vests and spa massage oils.

Tailor-made is the Pet Vision category devoted to customized products and services with a **high level of specialization and personalization** to meet the specific needs of pets and their families. Not just those of dogs and cats (raw diets, frozen food, delivery services, customized diets, products designed for specific breeds, ages and lifestyles), but also products for exotic animals, tropical fish, reptiles, and small rodents of all kinds.

Spoil me more is the section that gathers all the new products devoted to **pampering**, designed to treat pets to extra attention. The market is responding to the growing trend for humanization, not just in food products but also cosmetics, toys and clothing, and pet parents' penchant for spoiling their fur babies with extra treats and attention, to show their love and appreciation.

This section showcases deluxe snacks inspired by human treats (but specifically formulated for pets' nutritional needs), such as popcorn, corn flakes, crisps and ice cream, not to mention instant soups and food products with more sophisticated flavours, as well as canine cosmetics and cooling mats to keep our four-legged friends comfortable in the summer.