



ZOOMARK
INTERNATIONAL

15 – 17 May 2023, Bologna, Italy



Zoomark 2023

Enjoy the show experience!

From 15 to 17 May 2023, the city of Bologna will host the 20th edition of the international pet industry trade show Zoomark.

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Gathering together the world's major companies and pet business community, Zoomark is due to take place in BolognaFiere in May 2023. It is Europe's leading pet sector event and point of reference for the global pet market. During this event, industry players will have the opportunity to familiarize themselves with new trends and market scenarios, meet up and do business with new and existing industry partners.

Registration is open and many leading, international companies, from all continents, have already registered. They will soon be assigned their exhibition spaces. In July of this year, 15% more bookings were registered compared to the same period in 2019, with many exhibitors coming from new countries and markets. All the country pavilions of the past editions will come back, with the addition of some new ones!

New market opportunities

Zoomark will be a key appointment for all international pet professionals looking to expand into new, growing markets. Take, for instance, the Italian pet market: in the period from 2007 to 2021, the Italian market for dog and cat food more than doubled its turnover, from €1,163 to €2,533 million, with an average annual increase in value of +5.7%.

The accessories market also saw significant growth in the large-scale retail segment, with a turnover of €77 million in 2021, with cat litter as the fastest growing category (+5% compared to 2020).

Innovation, sustainability, social awareness and more

Zoomark 2023 will focus on innovation, sustainability as well as on environmental and social awareness in the pet industry.

Some of the most popular presentations have been confirmed, including Pet Vision – the cutting-edge take on the new products area – and the Aqua Project space. And, with many more innovation-oriented presentations, the launch of a special 'new products award' and the celebration of the 20th edition, it is not without reason that trade professionals consider Zoomark International as a critical source for doing business.

Enjoy Bologna

Zoomark is looking to increase its international appeal and the city of Bologna plays an important role. This picturesque and welcoming Italian city is small but lively. It is a place that is greatly appreciated by exhibitors and visitors from abroad, who can conveniently combine business with pleasure, enjoy culture and excellent cuisine, and profit from their business trip to visit other beautiful cities within easy reach, such as Florence and Venice. ♦

For further information:

zoomark.it

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