



ZOOMARK 2017
INTERNATIONAL



Press Release

THE PET CARE MARKET CONTINUES TO GROW THE FIRST STATISTICS FOR 2016 LOOKING AHEAD TO “ZOOMARK 2017” IN BOLOGNA

The pet care market continues to grow in Italy. In 2015 the pet food sector for cats and dogs saw a turnover of 1,914 million Euro, and 2016 is forecasted to end with an increase of 14.4% in large scale retail chains, 1.6% in grocery stores and 0.7% in traditional pet shops. The pet care market for accessories and hygiene products is also expected to show a positive trend in 2016: in 2015 this sector had a turnover of more than 67 million euro, with a 2.4% increase in sales compared to the previous year. The forecasts, based on IRI statistics, are being published in view of Zoomark International 2017, the most important trade show in Europe in odd years, staged by BolognaFiere and due to be held from 11 to 14 May 2017 in Bologna's trade fair centre.

According to the 2016 ASSALCO-Zoomark Report published last May, 43% of Italians have at least one pet, which translates into at least 60 million pets in the country. In 2015 this broke down as follows: 6.9 million dogs, 7.4 million cats, 12.9 million birds, 29.9 million fish, and 3.2 million small mammals and reptiles. Food for cats and dogs continues to be the main sector: in 2015 cat food accounted for 53.5% of the total market, with dog food at 46.5%. In recent years the number of products on offer has increased, and this trend is likely to continue in view of increasing specialization in the sector. As for buying behaviour, there has been increasing interest in small formats (from medium to single-serve), connected to the growing popularity of small/medium size animals and greater awareness of waste prevention. In addition to this, while purchasing frequency has decreased slightly, penetration has increased.

Work has continued on the organisation of Zoomark International 2017. New for 2017, the 17th edition of the fair, is the “Aqua Project” area dedicated to the aquarium industry. The area will showcase aquariums of all kinds, with a focus on technology and design, from the minimal to the spectacular, and will feature a series of tanks displaying the latest in aquascaping, the art of creating striking, highly atmospheric aquarium landscapes. BolognaFiere has also launched a key programme of international promotion for Zoomark, participating in leading trade fairs around the world such as “Global Pet Expo 2016”, the largest annual pet industry in the US, held in Orlando in Florida, and the “China International Pet Show 2016”, Asia's number one trade event held in Guangzhou in the south of China. Moreover, the American Department of Commerce has awarded “Trade Fair Certification” to the 2017 Zoomark event. This prestigious certification will encourage new exhibitors from the United States and places Zoomark in a circuit of high quality international events.

Bologna, 27 December 2016

Zoomark International, the most important trade show in Europe in odd years, will take place from 11 to 14 May 2017 in Bologna (Italy). It is organized by BolognaFiere. The extremely successful 2015 event welcomed 615 exhibitors, of which 394 were foreign, from 35 countries, in an area of 45,000 sqm. The fair attracted a total of 22,299 visitors: 15,526 Italian and 6,773 foreign buyers (up 15% compared to the previous event in 2013) from 85 countries. For further information, visit www.zoomark.it.

Zoomark International 2017

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