



**ZOOMARK 2017**  
INTERNATIONAL

an event by

**Bologna Fiere**



**ASSALCO**  
Associazione Nazionale Imprese  
per l'Alimentazione e la Cura  
degli Animali da Compagnia

Press Release

## INTEREST IS GROWING IN EUROPE FOR SMALL PETS LOOKING AHEAD TO THE 10<sup>th</sup> ASSALCO-ZOOMARK REPORT

In Europe the interest in caring for small pets is growing. This is the data to have emerged from a preview of the 10<sup>th</sup> edition of the Assalco-Zoomark report, the annual overview of pet ownership in Italy that includes a summary also of the international scenario. The Report, curated by Assalco, the National Association for companies involved in the sectors of pet food and pet care, and by Zoomark International, the international event for products and equipment for pets, organized by BolognaFiere, will be presented officially on Thursday 11<sup>th</sup> May as part of the inaugural meeting at Zoomark 2017 at the Bologna Exhibition Centre (Service Centre, Sala Concerto at 11am).

The growth in the sector of "pet care", which includes foods and accessories for domestic animals, concerns some of the main European markets. According to the revelations of the IRI research Institute, in the category of Mass Market in Europe (referring to France, Germany, Italy, the Low Countries, the United Kingdom and Spain), in the year ending June 2016 the pet care sector recorded growth equal to +0.9%, reaching a total value of 9.980 million euro in these countries alone. The trend was driven in particular by the figures from Spain (+5.5%), Italy (+2.2%) and Germany (+2.1%).

"The trend in the European markets, which is reflected the progress of the Italian market," commented President of Assalco, Gianmarco Ferrari, "is testament to how attention and care for our pets, which are now considered fully fledged members of families and communities, has consolidated and reflects the faith in our sector, which has been able to grow and evolve in order to become increasingly effective at meeting the requirements of pets and owners."

"The trend visible in the tenth Assalco Zoomark Report in addition to the increasing exhibition space at this year's edition of the fair, highlights the dynamism and importance of pet products, a sector for which we are particularly proud to organize one of the leading international events," explained the General Manager of BolognaFiere, Antonio Bruzzone.

According to the latest forecasts by FEDIAF (the European Pet Food Industry Federation), there are more than 200 million pets in the European Union living in 75 million homes. The most popular pets are cats, which number 70 million, while there are 62 million dogs. Some interesting facts are: France has the most cats, (12.6 million), the UK, the highest number of dogs (8.5 million), Germany, the most rodents (1.9 million), while Italy has the highest number of ornamental birds (12.9 million). According to FEDIAF there are more than 15 million aquariums, concentrated prevalently in Germany (2.1 million), France (1.9 million) and Italy (1.662 million). Zoomark 2017 will be dedicating a new area and new initiatives specifically to the sector of aquariums.

Zoomark 2017 will take place from the 11<sup>th</sup> to the 14<sup>th</sup> of May at the Bologna Exhibition Centre in Bologna. The Assalco-Zoomark International Report curated by Assalco and Zoomark with the contribution of IRI Information Resources and the National Association for Italian Veterinary Doctors (ANMVI), following the official presentation at the opening of the event in Bologna, will be available online on the websites [www.zoomark.it](http://www.zoomark.it) and [www.assalco.it](http://www.assalco.it).

Bologna, 4th May 2017

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**Zoomark International** is Europe's leading professional fair event for this sector. The fair takes place in odd-numbered years and is organized by BolognaFiere. The last edition in 2015 involved 615 exhibitors, of whom 394 came from abroad from 35 different countries. The number of visitors reached a total of 22,299, of whom 15,526 were Italian buyers and 6,773 came from 85 different countries (+15% increase in the number of foreign visitors compared with the previous edition in 2013). Further information is available at [www.zoomark.it](http://www.zoomark.it).

**ASSALCO** - the National Association for companies involved in pet food and pet care, involves the main companies in the sectors of pet food & care operating in Italy. The companies that belong to the association today represent almost the entire national market for the sectors. On a European level, ASSALCO belongs to FEDIAF, the European Pet Food Industry Federation.

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