



Press Release

## ZOOMARK: THE FAIR FOR PET PRODUCTS OPEN TODAY IN BOLOGNA FRANCO BONI: “GROWING MARKET, RECORD NUMBERS OF EXHIBITORS”

“The market for pet products continues to grow and this year Zoomark International has beaten every record in terms of exhibitor numbers with participants arriving from all over the world, confirming the event’s position as a reference point in Europe for the pet sector.” These were the words of BolognaFiere’s president, Franco Boni, speaking at the opening conference of Zoomark International 2017, Europe’s leading biennial international B2B event for pet products and equipment, which will conclude on Sunday 14<sup>th</sup>. Organized by BolognaFiere and this year in its 17<sup>th</sup> edition, the Fair has seen a notable increase in the number of exhibitors (this year there are 735 compared with 615 in 2015, an increase of 17%), who have come from Italy and a further 42 different countries (35 in 2015, +19%). “Innovation, internationalism and business are the key words for this event,” continued Boni, “which is notable for the presence of international operators, the wide variety of products and services exhibited and its capacity to focus debate on the most pertinent themes for the market.”

At the opening event of the fair the presentation of the Assalco-Zoomark Report, compiled by Assalco and Zoomark International with the contribution from IRI Information Resources and ANMVI, highlighted the trend for growth in the market for pet products: in 2016 the volume of business for pet food in Italy reached almost 2 billion euros, with around 560 thousand tonnes sold. “The growth experienced by the market in recent years,” explained Gianmarco Ferrari, president of ASSALCO, “is in keeping with the growing attention that Italians are dedicating to caring for the health and diet of their pets. Consumers, based on their preferences are rewarding the industry’s capacity to respond to diverse requirements with food products developed for different breeds, lifestyles, health conditions and ages of pets.”

There are also positive signs from the activities of vets in Italy. “The veterinary sector for pets is enjoying continuous growth, both in terms of revenues and client numbers,” confirmed Antonio Manfredi, director of ANMVI. “The percentage of animals that are never taken to see a vet for a check up is falling and currently stands at 12%. The sector still has potential for growth, although the economic crisis has slowed down its recent development. There are over 7,500 veterinary clinics with 16 thousand vets operating in the sector. Furthermore, the position of veterinary technician, which is more common in other European countries, is beginning to spread through larger structures like clinics and hospitals.”

The four days of the fair will include 25 appointments and events organized by Zoomark International and other partners and exhibitors. Also scheduled are the presentations of: a study by Euromonitor International about the potential for the pet market globally; consumer research about Italian pet food conducted by GfK Eurisko and an analysis of pets shops in Italy by PetTrend. Also planned are meetings about aquariums, pet diseases and grooming techniques. On Sunday 14<sup>th</sup> May the “Aqua Project Award” will be assigned to acknowledge professionalism and creativity in the design and creation of an aquarium or terrarium.

Bologna, 11<sup>th</sup> May 2017

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**Zoomark International**, is Europe’s leading biennial fair (held in odd-numbered years), taking place from the 11<sup>th</sup> to the 14<sup>th</sup> May, the event is organized by BolognaFiere. The previous edition in 2015 involved 615 exhibitors, of which 394 came from overseas from 35 different countries. Visitor numbers reached a total of 22,299, of which 15,526 were Italian buyers and 6,773 foreign buyers (+15% compared with the previous edition in 2013) from 85 different countries. Further information is available at [www.zoomark.it](http://www.zoomark.it).

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