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ZOOMARK 2019
I N T E R N A T I O N A L

PRESS RELEASE

The 2019 ASSALCO-ZOOMARK Report on the Italian Pet Market and the main socio-cultural trends has been presented in Bologna

Bologna, 6 May 2019 - Today at the opening of Zoomark International 2019, the international trade fair event for pet products and equipment, the ASSALCO-Zoomark Report was presented. The Report provides an annual overview of the pet world, produced in collaboration with contributions from IRI Information Resources, the market research firm DOXA and ANMVI, the Italian Association of Veterinary Doctors.

At the Opening Convention of Zoomark, chaired by Vito de Ceglia, speakers included Antonio Bruzzone, General Manager of BolognaFiere, Gianmarco Ferrari, President of ASSALCO, Paolo Garro, Business Insights Director of IRI Information Resources, Paolo Colombo, Research Unit Manager of Doxa, and Antonio Manfredi, Director of ANMVI.

The topics examined during the convention included the dynamics of different pet food distribution channels and the relationship between Italians and their pets.

The report revealed that in 2018 the pet census counted 60,227 pets in Italy, the heart of an industry worth over 2 billion euros in revenues (+1.5% on the previous year). The market for cat and dog food alone in Italy developed a business volume of 2,082 million euros for a total of 565,136 tonnes sold. The pet food sector underlined its credentials as a growing market; with a rate of development significantly exceeding that for mass packaged consumer goods, the growth of which was +0.01% in 2018.

In recent years the Italian Ministry of Health and important organisations, voluntary associations and companies have been developing awareness raising campaigns on the issue of “responsible pet ownership”, analysing various aspects of this. On the occasion of its 12th edition the ASSALCO-Zoomark Report, in fact, produced a reference guidebook for pet owners.

Speaking on these issues at the conclusion of the Convention was the Rt Hon. Michela Brambilla, President and Founder of LEIDAA (the Italian League for the Defence of Animals and the Environment) and head of the inter-parliamentary group that unites various political forces in defence of animal rights. The national pet register, the reduction in VAT on food products, the proposed legislation on the national veterinary service for less well off families, health as a right for all and therefore also for animals, as well as the tightening of laws to prevent the maltreatment or torture of animals were some of the points mentioned by the Rt Hon. Brambilla.

“Zoomark International 2019,” explained Antonio Bruzzone, General Manager of BolognaFiere, at the opening address of the Convention, “covers an exhibition space of 55,000 square metres – an increase of 10% compared with the 2017 edition. With 757 exhibitors, this year’s event exceeded

the record for participating companies that had been set at the previous edition. There was also a significant presence of foreign firms – from 45 different countries to be precise – with a notable presence from China, followed by a considerable number of companies from Great Britain. There has also been a substantial increase in the number of exhibitors from Turkey and from the countries of Eastern Europe. New entries include Belorussia, Malaysia, Serbia and Slovakia.”

Zoomark International continues tomorrow with the presentation of the “Focus” sessions on foreign markets (UK, Canada, USA, Russia, China, India and the Czech Republic).

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