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BOLOGNAFIERE -ITALY

**ZOOMARK 2021**  
INTERNATIONAL

## **ZOOMARK INTERNATIONAL 2021: ENTHUSIASM AND BUSINESS FOR THE PET CARE COMMUNITY THAT CAME TOGETHER IN BOLOGNA FOR THE ONLY INTERNATIONAL EVENT OF THE YEAR**

**Mission accomplished successfully for ZOOMARK INTERNATIONAL 2021. A success in terms of exhibitor numbers with more than 450 exhibitors, 60% of who arrived from abroad from 44 different countries. A success in terms of international attendance because, in spite of the travel limitations on certain geographical areas imposed by the pandemic, foreign operators were among those taking centre stage at this edition of the event. A success in terms of business, which was lively and supported by an expanding market rich in innovations and, finally, a success because in just a few months, following the official green light for holding large scale trade events, BolognaFiere put back on track the only international event in 2021 for the pet care compartment, bringing forward the event by six months (from its initial scheduling in May 2022 due to the pandemic emergency).**

Bologna, November 12, 2021 - ZOOMARK INTERNATIONAL has reconfirmed its importance as a moment of reflection for the industry and an essential platform for strategic business planning, further consolidating its international position.

Welcoming national and international operators were more than 400 new products and a new functional exhibition layout in strict compliance with anti-Covid regulations, enabling exhibitors and operators to work intensively and in full safety.

*"We worked intensely to organise this edition of the Exhibition," explained Gianpiero Calzolari, President of BolognaFiere, "because we felt it was essential to offer the sector an opportunity to meet after the long interruption resulting from the pandemic. We would sincerely like to thank the reference associations, Assalco and ANMVI, for their cooperation, as well as the companies that believed in the success of the exhibition by confirming their participation, and the operators who came to Bologna from all over the world. The success of this edition is an incentive for us to achieve new goals and face new international challenges."*

The statistics concerning the sector, presented through the 14<sup>th</sup> ASSALCO-ZOOMARK REPORT at the opening conference of the event, highlighted the growing trends regarding the need, and care, for pets, especially during the period of the health emergency that is still ongoing in Italy and worldwide. The Report, which analysed the market and the main socio-cultural trends in the Pet world in Italy, revealed that in the year ending June 2021 (data processed by IRI Information Resources) the market for dog and cat food products in Italy (Grocery Retail channel, Traditional Pet shops, Pet shop Chains, Grocery Retail own pet shops and general online retailers – Grocery Retail groups and Amazon) achieved a turnover of 2,431 million euros, an increase of +8%. The main distribution platforms (Grocery Retail, Traditional Pet shops, Pet shop Chains) achieved a turnover of 2,338.7 million euros, a positive trend of +6.4%. According to Euromonitor, there are an estimated 62 million pets in Italy, including almost 30 million fish, more than 16 million dogs and cats, about 13 million birds and more than 3.5 million small mammals and reptiles.

The 2021 edition has also invested in the programme of conventions and meetings focusing, among other things, on foreign markets, developed with partners such as Euromonitor and ICE-Agenzia. Thanks to digital technology, the fair also organised Zoomark Digital Session in the week leading up to the event, a platform for arranging meetings between exhibitors and international buyers, distributors and retailers in the specialised and Grocery Retail channels, facilitating business and supporting operators who, due to the pandemic, were unable to attend ZOOMARK INTERNATIONAL 2021 in person.

During the three days of the exhibition, the new “Pet Vision” area especially for products launched on the market in the last eighteen months was also busy and well received. With 400 new products organised into seven market trends, the event highlighted the sector's propensity for innovation.

ZOOMARK INTERNATIONAL 2021 is organised by BolognaFiere with the support of *Assalco (the National Association of Pet Care and Pet Food Industries)*, *ANMVI (the National Association of Italian Veterinary Doctors)*, *the Emilia-Romagna regional administration and Promopet*.

THE NEXT EDITION OF ZOOMARK INTERNATIONAL will take place at the Bologna Exhibition Centre in May 2023.

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