

Pet Pampering Still Growing

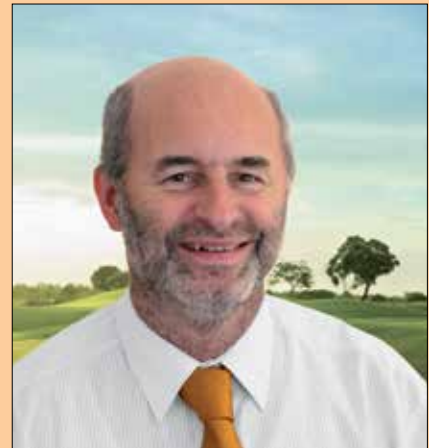
It's always a challenge to know when enough is enough. Our human children can possibly express themselves better, if Mom gives them too much of a good thing. Animals are a little different. We think we are doing them good, if they get a lot of treats or toys. Who can forget Tricky Woo in the James Herriot stories!

For suppliers of pet care products, enough might be just a little more. A new study by Sarah Mahoney brings some interesting insights. American consumers may be spending more time back at the office, but they aren't spending any less on pets just yet, judging from the latest results from Petco and Chewy. Both companies are looking to build market share in individual nutrition and healthcare options. In short there is a lot of money being spent in pet care, from grooming and clothing through to other accessories and high quality food products.

The numbers in the pet care sector are staggering, especially coming out of an economic low point; at the upcoming Zoomark we will see for ourselves what this part of the pet food industry has to offer and how it has developed in the last years.

Zoomark is in fact celebrating its 20th Anniversary this year and is larger than ever. There will be special sections on Start-ups and another looking at trends for the future, Pet Vision. One of these is titled "Spoil me more: products and services that treat pets to extra-special attention". We will let you know what we find there. Last time we saw a wonderful birthday table, designed with such detail that a doll in a doll's house would be jealous.

Sustainability will be covered in all aspects at Zoomark, reflecting global trends in other industries. Specialized stores in the large-scale retail sector represent an opportunity for accessories, offering greater scope to showcase the variety and quality of the products compared to those on sale in supermarkets and hypermarkets, where food products are to the fore. Dan Franco, President of Rinaldo Franco Spa, endorsed this, highlighting that "the growing attention from these brands represents an opportunity for accessories: until now 90% of products were distributed in the specialized retail channel. This results in more scope to present new products, tying in with the trend for humanization. Just think of the



Ian D. Healey, Editor-in-Chief

accessories made from reclaimed and sustainable materials, very strong trends when it comes to making purchases for pets".

Whether you are looking for a special haircut for your guinea pig or a birthday present your budgie will never forget, there will be a lot to look at in Bologna. Our team look forward to meeting you there. Call us ahead and we will find time to plan the future of pets.

Sincerely

A handwritten signature in black ink that reads "Ian D. Healey". The signature is written in a cursive style and is enclosed within a simple, hand-drawn oval shape.