



Photo: Anuga FoodTec

FoodTec and more and more exhibitors are also specifically addressing this visitor target group. Therefore, it made sense to create a dedicated area where the pet food industry can get a comprehensive

overview of solutions that are relevant to their needs. At the same time, exhibitors have the opportunity to demonstrate their expertise and innovations in pet food, leading to deeper understanding and exchange within the industry.

### How has the pet food industry developed in recent years?

The market for pet food is growing steadily and recently recorded annual growth of more than three percent, with sales of around 30 billion euros in 2022 in Europe alone. We are responding to this high demand by offering the pet food market its own space. In addition, we are seeing a growing focus on sustainability. This is particularly evident in the increased use of alternative proteins, such as plant-based, insect-based and cultured feeds. Consumers are placing more emphasis on where ingredients come from and how well our animals are doing.

Technology has also made great progress, enabling more precise monitoring of our animals with the help of IoT and data analytics. At the same time, it is improving the management of the entire supply chain. The relevance of online trade in and with pet products is also interesting. Industry and trade experts estimate that sales in 2022 amounted to around 1,203 million euros. All these developments and many more show how dynamic and diverse the changes in the pet food industry are. 🐾

Thank you Matthias for your time and insights.

For more information  
[www.anugafoodtec.com/petfood](http://www.anugafoodtec.com/petfood)

## New Horizons - An Insight from Luisa Bersanetti



**ZOOMARK**

Zoomark isn't just Europe's unmissable meeting platform for the pet business community. It's also a point of reference connected to the top shows all over the world.

"We have a bold but very concrete plan," explained Luisa Bersanetti, Zoomark Exhibition Manager, "which is to become a bridge to Asia for all Western pet companies. We are working with a host of international partners in the industry to develop an ambitious project in China and forge key connections in India and Thailand. And in China we are launching an original concept that will enable Chinese and international companies to make their debut or raise their profile on a new platform, giving them the opportunity to present their products to a very selected target audience of buyers, both from China itself and the rest of Asia."

"Along with our work in the Far East, we are also firming up key partnerships in the US, Latin America and naturally Europe.

And in 2024 we will of course be at the Interzoo event in Nuremberg."

"Zoomark is a modern trade show," added Luisa Bersanetti, "produced by professionals whose goal is to provide a platform capable of motivating and firing up the pet industry, serving companies and professionals with the aim of creating and fostering new business opportunities and providing content and inspiration."

"Even in the most complex times, b2b fairs bring supply and demand together and offer stimuli for growth. Our number one priority is to serve the interests of the pet companies and operators whose business development journey we are part of."

"What's more, attending Zoomark and our international partners' b2b events is not only the best way to boost business, it's also a vital opportunity to build new, enduring relationships, compare notes and gather new ideas and fresh inspiration, always essential if you want to



Photo: Zoomark

Luisa Bersanetti, Exhibition Manager at BolognaFiere S.p.A.

stand out on the market, and even more so in complicated, challenging scenarios like the present one." 🐾

For more information  
[www.zoomark.it](http://www.zoomark.it)