

A Worldwide Event

Luisa Bersanetti, exhibition manager for BolognaFiere Cosmoprof SpA, explains why the Zoomark trade show in Bologna, Italy, draws top pet industry professionals from around the globe.



What is Zoomark? What is its history? Zoomark is the b2b pet food and pet care trade show, taking place every odd year in Bologna, Italy. Returning in 2025 for its 21st event, Zoomark provides a global meeting point for the industry and distributors in the pet

sector, and throughout its previous editions, it has proven to be much more than a simple product showcase. With its winning combination of culture and business, Zoomark has always been an essential event for the pet market: the ideal place to forge new relationships, get up to date and share ideas with a global audience seeking new partners and business opportunities. We are grateful to the exhibitors and visitors who have cemented our success over the years, turning Zoomark into an unmissable occasion for the entire industry, eagerly anticipated by companies all over the world and increasingly important from a strategic perspective.

Tell us about Zoomark 2025. When and where will it be held? What types of exhibitors will be there? What is your target audience? The 21st edition of the show is scheduled for May 5th-7th 2025 at BolognaFiere. We want to provide an exclusive platform for all brands around the globe. At Zoomark 2025 we will provide visibility to what is relevant today, but we will also look further ahead and offer space to the future-forward topics within our dedicated areas.

Our target audience is the whole pet industry community: manufacturers and suppliers of pet food, accessories, fashion, hygiene and pet care products, aquarium products, start-ups, companies that offer high-tech solutions and for all businesses in the manufacturing supply chain: suppliers of raw

and semifinished materials, equipment, packaging and services to the industry and to distributors.

Why should manufacturers attend Zoomark? Why should retailers? Manufacturers should attend Zoomark to expand their business, meet customers (existing or prospect), create connections with new international business partners and network with colleagues and competitors during the show but also outside, in the beautiful and inspiring atmosphere of Bologna, heart of the Italian Food Valley.

For them, Zoomark will also be a perfect opportunity to present a preview of innovations, new products and market trends, especially inside the area that represents the core of the show:



Pet Vision. This area will also serve as a compass for distributors, buyers and retailers seeking future trends.

All professional visitors can also get inspired and acquire valuable knowledge on future market scenarios thanks our rich schedule of education sessions: round tables, conferences, talks and live presentations, thus being able to grasp in advance the main opportunities offered by our constantly evolving market.

How successful was the last edition of Zoomark, held in 2023? How did it compare to previous shows? While over the past five editions Zoomark has seen a 70 percent rise in the number of exhibitors and visitors, the 2023 edition marked a phenomenal leap forward and was a record-breaking year, with over 68,000 sqm. of exhibition space, 1,060 exhibitors and an incredible 28,000 visitors. The number of exhibitors at Zoomark 2023 was up 25 percent compared to the previous pre-pandemic edition. The figures evidence the show’s growth curve in terms of prominence, surface area, participants and special initiatives.

How will you be building on the success of the 2023 show in 2025? What are your expectations for attendance? Zoomark 2025 is still open for registration and aims at exceeding the record numbers of the 2023 show. Already over 75 percent of the exhibition spaces have been booked, while the layout was expanded, bringing the total number of halls to eight. Hall 28 was in fact recently added to the exhibition map which already included Halls 16, 21, 22, 25, 26, 29 and 30.

Are there any new features you will be introducing at the 2025 show? How will these features enhance the attendee experience? Zoomark 2025 will offer an even more innovative and rich presence of companies in the pet industry and stimulate the interest of visitors from all over the world, also thanks to the new International Buyers Program, which will foster relationships among top selected buyers and brands through pre-arranged B2B meetings.

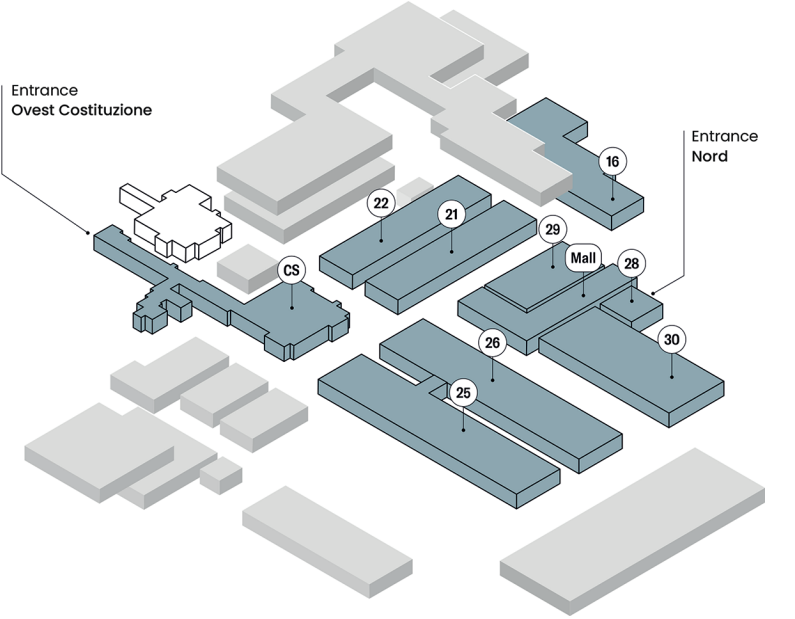
Zoomark 2025 will also present three new special areas (Factory, Next 5.0 and Atelier) to attract new targets of exhibitors and visitors.

Factory will be the ideal stage for all companies in the supply chain: raw materials, innovative pre-mixes and semi-finished products, equipment, packaging, logistics and services for manufacturers and distributors of pet foods, accessories and pet care products. For all these companies, Factory will be a perfect platform to engage with the dynamic and seemingly crisis-proof pet industry at Zoomark.

Pet tech is a fast-growing and crisis-proof trend, and with this in mind, Zoomark has decided to build the Next 5.0 area for the future of the pet market, innovation and cutting-edge technology:



 **5—7 May 2025**
BolognaFiere, Italy



a space dedicated to start-ups and more established businesses that offer high-tech solutions in fields like pet health and security.

Last but not least, in 2025 Zoomark will also highlight for the first time the excellence in the world of pet food, pet fashion, design and beauty, launching a special new area: Atelier, which will represent a premium space for top buyers, brands and businesses.

What does the future hold for Zoomark? Zoomark’s aim is to confirm its role as a leading international meeting place for the pet industry, an unmissable event that caters for the specific needs of both exhibitors and visitors by focusing on their top priorities, helping to match supply and demand and offering ongoing training and collaboration. **PB**