



Get ready for Zoomark 2025!

The global pet industry will meet again in Italy from 5 to 7 May 2025. The 21st edition of the international pet food and pet care trade show will present new areas, add a new hall and be a magnet for top exhibitors and visitors from every continent.

Zoomark 2025 aims to exceed the record numbers of the 2023 show: more than 68,000 sq m of exhibition space, 1,060 exhibitors from 57 different countries and 27,950 attendees. The event promises an even more dynamic and diverse showcase of companies in the pet industry, attracting global visitors with its enhanced International Buyers Program. This initiative will connect suppliers and buyers through pre-scheduled B2B meetings, fostering greater business opportunities.

3 reasons to exhibit at Zoomark 2025

Zoomark serves as an international hub for global pet distributors, brand owners and manufacturers, making it the ideal place to:

1. Grow your business, engage with existing or potential customers, forge new international partnerships and network with peers and competitors. Not only during the show, but also in the beautiful, inspiring atmosphere of Bologna, located in the heart of Italy's Food Valley.
2. Showcase innovations, new products and market trends, especially within the Pet Vision area, which is the core of Zoomark.
3. Get inspired and gain valuable insights into future market trends through Zoomark's extensive program of educational sessions, including round tables, conferences, talks and live presentations.

New areas: introducing Factory and Atelier

Zoomark 2025 will introduce two exciting new projects to attract a broader range of exhibitors and visitors.

Factory

The ideal stage for companies across the supply chain, Factory will include those specializing in raw materials, innovative pre-mixes, semi-finished products, equipment, packaging, logistics and services for manufacturers and distributors of pet food, accessories and pet care products. It will offer these companies a perfect platform to engage with the thriving, resilient pet industry at Zoomark. The market, valued at €7 billion (\$7.78B) in Italy alone, is not only stable but also recording double-digit growth every year, promising long-term benefits for businesses.

Atelier

Representing a premium space for top buyers, brands and businesses, Atelier will be a special area launched at Zoomark 2025 to highlight for the first time excellence in the world of pet food, pet fashion, design and beauty. ♦

Register to exhibit or attend now at
zoomark.it