

Zoomark 2025: expanded, yet sold out

Zoomark's 21st edition sold out early, even with the addition of a 10th hall and expanding the event to 90,000 sq m. Let's find out what's new for one of Europe's leading pet industry events.

The 21st Zoomark, the international trade show for pet food and pet care, will be held at BolognaFiere in Italy on 5-7 May. Popular features will return, but there will also be some event firsts to look out for.

Thematic paths

This year's Zoomark has a new layout – bigger and even more functional. It's been designed to help exhibitors and visitors get the most out of the event, with a more engaging and efficient floor plan to improve the experience for all industry professionals who make the trip to Bologna.

The event will focus on sustainability, innovation and quality, with thematic paths that will optimize the visit, while ensuring a steady traffic flow to all exhibitors.

Special areas

The 2025 edition of Zoomark features 5 specially themed areas, all designed to anticipate new trends and innovations in the pet industry and aimed at boosting and facilitating business.

- **Factory:** a brand-new area for supply chain companies
- **Atelier:** hosting the very top of the range in pet wellness and comfort
- **Next 5.0:** focused on pet tech and showcasing advanced solutions for pet health and safety, and featuring both startups and established firms

- **Aqua Project:** putting the spotlight on the aquarium and terrarium sectors, with training and educational sessions for retailers
- **Pet Vision:** dedicated to recent product launches and trends, including a competition for the best innovations

Buyers from throughout the world

One of the key assets of a successful trade show is undoubtedly the attendance of major buyers. A partnership with Italian Trade Agency offices in key pet industry markets will bring more international buyers to Bologna.

And Zoomark has boosted its International Buyers Program to help connect supply and demand, adding new activities designed to guarantee the presence of a growing number of selected top buyers from the main and emerging markets.

The program includes dedicated services to encourage direct interaction between buyers and exhibitors. Thanks to the B2Match matchmaking platform, buyers and companies will be able to prepare for the show in advance, and plan and manage their personal schedule of meetings. ♦

**For more information
go to zoomark.it**

