



# Impressive growth

From smart pet tech to sustainable design: Zoomark 2025 showed in ten halls how diverse, innovative and global the pet industry is today.

The 21st edition of Zoomark was once again full of superlatives: The international trade fair for pet food and care in Bologna, northern Italy, exceeded all expectations with almost 31 000 visitors, over 64 per cent of whom came from abroad. The trade fair had already cemented its reputation as the "Interzoo of Italy" in 2023 with almost 28 000 visitors.

The stimulating, committed and productive atmosphere dur-

ing the three days of the trade fair contributed to the success of Zoomark. There was no sign of complaints about political or economic uncertainties - instead, a defiant "now is the right time" mood prevailed and exhibitors and visitors alike were in a noticeably good mood.

A new and modern concept involved visitors more closely through three thematic paths and over 80 events on four stages in

the ten fully booked halls. As soon as the trade fair was over, exhibitor bookings were already coming in - the next event will take place from 10 to 12 May 2027.

Zoomark has grown strongly in recent years, and 2025 marked another leap: 1 268 exhibitors, including 43 start-ups, occupied 90 000 m<sup>2</sup> – an increase of 23 per cent in exhibitors and 32 per cent in space compared to 2023. The entrepreneurs came

There was a palpable good mood for three days at the 21st meeting of the pet industry in Bologna.





from 56 countries, mainly from Europe, but also from the USA, Asia and the Middle East. Among the buyers from 120 countries were many retailers, pet shops, chains and importers.

With the Greenmark path, developed with the Pet Sustainability Coalition (PSC), a tour of environmentally friendly solutions was created. The Italian Style path emphasised design, quality and creativity, while Tech for Future showcased forward-looking ideas.

As usual, Zoomark presented the best of international pet food production: gently cooked food, alternative ingredients, monoproteins, functional diets and a large selection of snacks. Of course, food and accessories for birds,

small animals, fish and exotic pets were also represented.

The country pavilions were also popular points of contact. In addition to the USA, Great Britain, Poland and the Czech Republic, South Korea, India and five times China were represented. The Canadians showed great interest on both sides in doing more business with each other. The standards for the already EU-certified dog and cat food are very high, emphasised Christine Carrière, President of the industry association Pets Canada. What speaks in favour of Canadian manufacturers? "Trustworthiness, high quality and stability."

#### Six special areas

Pet Vision was once again the centrepiece of the event. The most fascinating special area offered around 500 new products. The best products from the four megatrends in the sector were honoured in a competition.

The most innovative products included accessories and products that focus on sustainability and are made from recycled or reclaimed materials, such as a range of cork harnesses and leashes, interactive toys and technological devices such as the first smartphone for pets or automatic food and water dispensers that are connected to pet owners' electronic devices. Aina Reljic from Slovenia presented Pawzler, a dog puzzle that was advertised with the slogan "like Legos for dogs" – for mental stimulation and behaviour promotion.

Next 5.0 showcased the most exciting pet tech ideas from young

start-ups, ranging from nutrition, care, AI apps and monitoring to IoT, games and entertainment. Mirko Bretto won the Next Award for Pet Innovators with Carepet, a smart dog bed with vital sensors and an app connection.

The Factory area was new, attracting experts from purchasing, R&D and production. More discerning buyers and retailers found exclusive, high-quality and handcrafted products in the Atelier special area.

The Pawfect special area, which was dedicated to the world of dog grooming, was also a great success. Grooming seminars, shows, dog massages and performances by the On Hair Dog Edition took place on a stage - this format by Zoomark and Cosmoprof presented the latest grooming techniques and trends. The Aqua Project area, in collaboration with the AIPA (Associazione Italiana Piccoli Animali), was dedicated to aquariums and terrariums and showcased the most important innovations in this area. ■

## The winners of Pet Vision

Visiofocus Animal (pictured), a contactless infrared thermometer from Tecnimed that measures the temperature directly at the eye, came out on top in the price-performance category.

Green Transition: 100 per cent lunch boxes for dogs and cats from Viozois, which contain no composite materials and combine environmental compatibility, user-friendliness and optimum food preservation.

Brain & Health: Natsbi Steamed Dog by Gosbi Pet Food, a dog food with a high meat or fish content, gently steamed to preserve the nutrients without the need for refrigeration or freezing.

Mini Mania: Linea Fieni by Mantovani Pet Di Ausion, a range of natural hay and snacks for rodents, made from plant-based ingredients and sun-dried hay.



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