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ZOOMARK 2019
I N T E R N A T I O N A L

ZOOMARK INTERNATIONAL 2019: RUSSIA, CHINA AND INDIA PRESENT GROWTH OPPORTUNITIES FOR THE PET MARKET

Bologna, 8 May 2019 - ZOOMARK INTERNATIONAL (18th edition, 757 exhibitors with a large number of foreign exhibitors from 45 countries, 6 national collectives). The spotlights are on Russia and China, where the market performance is showing constant development. Zoomark International is present each year at the international area of ParkZoo in Moscow and at CIPS, the large fair event in Shanghai, China.

The third day of Zoomark International saw three in-depth workshops on three crucial markets for the pet world: Russia, China and India.

Yulia Dolzhenkova, co-owner of the communications firm ZOOINFORM and editor of the Russian B2B magazine *Zoobusiness*, presented the data relating to the Russian market, which is currently **worth 2.66 billion euros** and has the **potential to reach around 10 billion euros**. Around 67% of the market concerns products dedicated to cats, followed by the dog sector: 38% of Russian families have a cat and 28% have a dog.

Industrial pet food is preferred by 30% of Russian families for feeding their cats and 20% of dog owners. There is significant interest in Italian companies and their exports. Italy is among the top 5 countries for imports and exports in the sector: for cat and dog food Italy is flanked by Canada, Germany, France and the Netherlands. For pet food for birds, rodents and reptiles, Italy ranks alongside Germany, USA, Austria and Poland and alongside China, Germany, USA and France when it comes to non-food pet products (accessories, beds, etc.). Yulia Dolzhenkova also outlined some of the regulations for those exporting to Russia: of utmost importance is the veterinary certification that must indicate serial numbers for each batch, product item and expiry date. She also offered some tips to ensure success in Russia. According to Dolzhenkova these are: find a reliable partner, have a clear and strong business model, precise marketing strategy and promotional support, respect the laws and always stay up-to-date on any changes to them, and finally, be involved and control the entire production process.

The organisers of CIPS, China's only B2B event for the pet sector, illustrated the analysis of the Chinese pet market, indicating behaviour and current consumption in China's pet industry and the latest trends in Chinese production. Lisa Pang, marketing director of CIPS, introduced the Focus on China with some particular facts about the Chinese pet market: there are over 27 million pets and the sector has a value of 22 billion euros. This is set to rise to around 33 billion in 2022. These figures seem to indicate excellent business opportunities for businesses in the pet sector. Cats were revealed to be the number one pet for young people, singles and inhabitants of big cities in China. It is no coincidence that the most relevant geographical areas from a consumption point of view are the large cities, which are the zones likely to see the most development in the future: Beijing, Guangzhou and Shanghai. The most significant trends are linked to a greater demand for quality, innovation and a particular attention to everything relating to the pet wellbeing with a "smart" dimension.

Organised in collaboration with L.B. Associates, the Focus on India demonstrated how the Indian economy is being driven by consumption, which recently has been contributing around 70% towards the country's growth. The number of pets in India has increased mainly thanks to the growth of the middle class, the development of the urban population and the increase in disposable income. Indian GDP is growing by 7%

and the industry for pet products is expanding at a rate of 25-30%. For this reason, the Indian market can be seen as an excellent opportunity for the international industry over the next decade.

The market analysis highlighted double figure growth in the last two years that is forecast to continue over the next five.

Today India represents the second-largest market in terms of size and has the highest rate of growth.

The country is seeing retail points opening that, alongside the digital platforms, are today becoming platforms for the international brands interested in this market.

The 2019 Bologna edition of ZOOMARK INTERNATIONAL registered a significant participation of international firms, in particular the number of companies from China, followed by a notable quantity of businesses from Great Britain, a number that has increased significantly in spite of the uncertainties deriving from Brexit. There was also a rise in the number of exhibitors from Turkey and the countries of Eastern Europe: New entries include exhibitors from Belorussia, Greece, Malaysia, Serbia and Slovakia.

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