

An event by:



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BOLOGNAFIERE -ITALY

**ZOOMARK 2021**  
INTERNATIONAL

## **400 NEW PRODUCTS AT ZOOMARK INTERNATIONAL 2021**

**Pet Vision, a new exhibition based around 7 market trends:  
from human-style foods to hi-tech solutions, biodegradable materials  
to the latest cosmetics trends**

Biscuits in gravy, meat broth drinks, goji berry and seaweed snacks, cakes with kits for personalised dedications, vegetarian and sugar-free snacks, anti-stress sprays, leashes and harnesses made from recycled materials, woollen outfits complete with organza skirts embellished with bows and pearls, ecological soya and pea pod litter. State-of-the-art aquariums, interactive toys, hay and grasses for small animals.

These are some of the **more than 400 new products** at ZOOMARK INTERNATIONAL 2021, in Bologna from 10 to 12 November, for Europe's first international trade event for the pet sector, organised by BolognaFiere with the support of *Assalco (National Association of Businesses involved in the Pet care and Pet food sector)*, *ANMVI (Italian National Association of Veterinary Doctors)*, the *Emilia-Romagna Regional administration and Promopet*.

One of the new features of this edition of ZOOMARK INTERNATIONAL is the new format of the New Products Area: **the traditional exhibition showcase has evolved into "Pet Vision"**, a space dedicated to products and offering a preview of what visitors will find inside the pavilions, designed to highlight the latest trends, new lifestyles and relationships with pets.

Pet Vision provides evidence of a sector in which research and development are proving to be fundamental for business strategies; a sector that, in the last two years, in the midst of the pandemic emergency, has paid even greater attention to innovation in order to meet the needs of pets and the families that look after them. Food, accessories, services, every sector is a potential source of new products and services for pets.

**Pet Vision** – and therefore also the Guide to New Products – is divided into trends and not into product sectors. A different and more contemporary look, with which ZOOMARK INTERNATIONAL accompanies the visitor on a journey through **seven product trends** that, having arrived on the market in the last 18 months, have been able to interpret the needs of consumers better than others, resulting in successful sales.

They range from food to accessories, from grooming products to comfort products, from projects that focus on creativity and design to solutions with a technological character, from highly sustainable packaging to health products, right up to proposals for pets' "parents" who want to spend as much time as possible outdoors with their pets. Each of the themed areas identifies a lifestyle and a specific market trend, represented in both physical and multimedia settings that combine food, accessories, pet care products and hi-tech devices in a new key to interpreting trends.

## **THE 7 MARKET TRENDS AND THE PRODUCT REFERENCES**

### **NEW, EXTRA-ORDINARY NORMAL**

The evolution of the humanization of pets: pet food inspired by human recipes, created using superfoods and with new ingredients and processes; gourmet dishes; accessories, cosmetics trends and apps.

### **LIVING LA VIDA LOCKDOWN**

The new requirements concerning hygiene and safety as part of shared daily life: cleaning products and disinfectants; food supplements to boost the immune system; specific ingredients for preparing fresh foods at home; cosmetics, products and equipment for home grooming; accessories for comfort, beds, cages, aquariums, terrariums; toys and apps.

### **PET MOTIC**

Technology and electronics at the service of the human-pet relationship: products and solutions with hi-tech contents; apps.

### **GO GREEN**

Sustainability and protecting the environment and society as a mission and value shared with consumers: ecological, compostable, biodegradable products; sustainable packaging, green solutions (short production chains, reduced atmospheric emissions, products made using clean energy, etc.); apps.

### **HEALTH & CARE**

Pet health and wellbeing: pharmaceutical products; medical accessories; antiparasitic products and disinfectants; dietary supplements, dietary and functional foodstuffs, raw materials and ingredients for improving animal health; water treatments, shampoos and products for skin and fur care and oral hygiene; apps.

### **JUST NATURE**

For people who want to spend a lot of time outdoors with their pets: outdoor toys and equipment for dog activities; beds, cages, fences and aviaries; tracking accessories; accessories for travel by car, bicycle and motorcycle; antiparasitic products, natural and organic products; apps.

### **THE ROARING TWENTIES**

An explosion of energy and creativity as a reaction to the difficult times we are experiencing: products and services that are being restyled, rebranded and redesigned.

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