

## **THE PET VISION AWARDS AT ZOOMARK: REWARDING THE MOST INNOVATIVE PRODUCTS IN THE PET INDUSTRY**

***The 2023 edition of Zoomark, the international pet food and pet care show (on in BolognaFiere, 15th-17th May), sees the debut of the Pet Vision Awards, created to spotlight the most innovative products and services.***

Now in its 20th edition, Zoomark stands out for its focus on innovation and the megatrends shaping the pet industry. But this year the international pet food and pet care show (on in BolognaFiere, 15th-17th May) has gone a step further, by launching a special accolade: the Pet Vision Awards.

### **Megatrends and innovation in the Pet Vision area**

The commercial success of a brand or store is increasingly linked to its ability to pinpoint, or even anticipate, **market trends**, and thus curate its assortment according to evolving consumer preferences.

In an industry as dynamic and buoyant as the pet sector, it is therefore all important for professionals to keep up with the major trends that are influencing the market, including on an international level, and which often reflect ongoing economic and social changes. From this point of view, Zoomark is a key event, both as a **launch pad for original, innovative products**, and as an **invaluable opportunity to stay up to date with the very latest developments in the industry**.

### **The megatrends in the pet food and pet care market**

As in past editions of Zoomark, this year's event also features the **Pet Vision** area (hall 16), which showcases **the latest products created by exhibiting companies**, launched over the last few months. These will be grouped according to five megatrends, namely:

- **Value for money:** products and services that offer an **excellent price to quality ratio**, with a view to facilitating consumers in a period of high inflation, without compromising on brand experience;
- **Green transition:** products and services that stand out for their **significant level of environmental sustainability and social responsibility**;
- **Healthy & functional:** products and services created for **health and/or functional purposes**, designed to fulfil specific needs and functions;
- **Tailor-made:** products and services that are **highly specialized and customized**, specially created to meet precise needs of pets or their owners.
- **Spoil me more:** **extra-indulgent** products and services that treat pets to special attention.

### **The Pet Vision Awards. Presentation on 16th May**

What's more, Zoomark 2023 also sees the launch of the Pet Vision Awards. The winners will be

chosen by **an international jury of experts**: independent pet industry professionals including trade journalists, distributors and veterinarians, who will select the most innovative entries in each trend category.

The competition aims to highlight the products and services developed by the pet food and pet care industry that best interpret or anticipate key market trends, thanks to their high level of **innovation, technology, creativity, functionality** and **sustainability**.

Pet Vision Awards will go to the top three products in each of the five categories. The awards will be presented in the Pet Vision area on the second day of Zoomark, Tuesday 16th May.

### **Regulations**

All exhibitors at Zoomark 2023 are eligible to enter the Pet Vision Awards – the organizers explain – by putting forward the products and services they have registered for the Pet Vision area. Entries must be received by 15th April. In terms of content, concept and quality, the products and services entered must represent a valid response to new market demands and anticipate market trends, thanks to the innovation capability of the product and/or production process, or a new technology based on an ongoing, significant commitment to R&D. The international jury will evaluate the products entered, which must be in line with the trend in question.

To take part, exhibitors must prepare an info pack. Each company may enter one product or service in each product category, on condition that they pertain to different trends.