

Factory: showcasing the manufacturing supply chain at Zoomark 2025

Sustainability, quality and innovation

A space at BolognaFiere dedicated to raw materials, innovative pre-mixed and semi-finished ingredients, equipment, packaging, logistics and services for manufacturers and distributors of pet foods and accessories and pet care products.

On May 5th–7th 2025, each component of the **manufacturing supply chain** will take centre stage at Zoomark 2025, the global B2B pet food and pet care show that brings together **the pet industry and professionals in the sector** from all over the world.

A **special area** among the various halls at BolognaFiere called **Factory** will provide businesses supplying the pet industry with a chance to strike new business deals at Zoomark.

Factory provides a golden opportunity for all companies in the supply chain. It will be the **ideal platform for gaining new business**, enjoying **global visibility**, and presenting innovative products and solutions to both manufacturers and an array of **professional visitors in your precise target sector**: purchasing managers, quality managers, formulators, R&D managers and production engineers.

Luisa Bersanetti, Exhibition Manager at Zoomark, explained: "The Factory area will showcase the most innovative aspects of the supply chain, creating new business opportunities for industrial firms. The project targets tech leaders and pioneers in their sector: businesses that sell **raw materials, key ingredients for food, premixes and semi-finished products**, firms specialising in **production and packaging equipment, packaging** manufacturers, and all companies that provide cutting-edge **logistics, industrial and distribution services, which play an increasingly important role** in the pet market". Bersanetti continued: "For all these companies, Factory will be a perfect platform to engage with the dynamic and seemingly crisis-proof pet sector, which is valued at €7 billion and is recording double-digit growth every year. The industry is

always open to innovation, is very welcoming of new businesses, and is constantly on the lookout for new suppliers”.

Raw materials and innovative ingredients at Factory

Consumers in the pet market are increasingly conscientious, demanding **healthy and nutritious food and high-quality hygiene and cosmetic products** for their pets, that are **customised** if possible and **promote animal wellbeing and health**. It is therefore essential that businesses in the market continue to innovate in their ingredients and raw materials.

As well as being a space for all these companies to present their work, Factory will also be dedicated to **learning and discussion**. As well as presenting products and services, businesses will be able to **share their insight and expertise** through **seminars, workshops and panel discussions**.

There will be a focus, for example, on natural, organic and sustainable ingredients, designed to enhance pets' wellbeing, and on alternative solutions, like the use of insect flours and plant proteins in pet food.

Increasingly sustainable and smart packaging in the spotlight

Packaging has a crucial role to play, both practically in keeping **products in perfect condition** (including helping to preserve **pet food's** nutritional value), and as a **source of information** for pet owners and a vital **communication tool** to draw consumers' attention to the quality of foods, cat litter and accessories.

Pet owners are conscious of packaging's environmental impact. According to recent research by Nomisma for Zoomark, sustainability is an increasing concern for Italian pet owners, with 46% of interviewees stating they will place a higher emphasis on aspects in this area in the next 2-3 years.

This increased sensitivity is encouraging manufacturers to explore **more eco-friendly packaging** and to provide consumers with innovative solutions. This is particularly true as of April 2024, when the European Parliament gave the green light to new regulations on **packaging reuse and recycling** that aim to drastically reduce waste by making packaging even more sustainable and recyclable.

Technology will undoubtedly play its part in adapting to the new requirements, with **“smart”** packaging revolutionising the sector.

Factory will also provide the perfect platform for businesses from the world of packaging. It will be a place to launch new products, unveil innovative technology and reinforce their brand in the global pet sector or make a name for themselves in the industry.

Services for manufacturing companies

Businesses that offer distribution, logistics or other forms of services – management systems consultants, waste disposal or security, to name but three – will certainly not regret exhibiting in the **Factory** area at Zoomark. It could lead to significant **growth** and **strengthen** their position in a competitive global market.

For full details on exhibiting at Zoomark 2025 or to request further information on Factory from our admin team, click [HERE](#).

See you at Zoomark 2025

Zoomark 2025 is set to be an unmissable event that caters for the specific needs of both exhibitors and visitors by focusing on their top priorities, helping to **match supply and demand** and offering ongoing training and collaboration.

Zoomark has always been much more than just a place to display products: it is the ideal location to get to know others, share ideas and develop new partnerships to grow your business.

The most successful formats from previous years will return in 2025, including the iconic Pet Vision space dedicated to the newest products, alongside special projects like the **Factory** area and a programme of fringe training and in-depth study events. Don't miss out!

*Zoomark is the B2B pet food and pet care trade show scheduled for **May 5th–7th 2025 at BolognaFiere**. Returning for the 21st time, it provides a global meeting point for the industry and distributors in the pet sector, and is the ideal place to forge new relationships, **get up to date and share ideas** with a global audience seeking new partners and **business opportunities**.*

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