

**ZOOMARK**5–7 Maggio 2025
BolognaFiere, Italy

Organizzato da



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Zoomark 2025 Expands: a 10th Hall Added – and It's Already Sold Out!

More Exhibition Space to Welcome All Exhibitors

Zoomark, the **international trade show for pet products and accessories**, has once again proven to be an **unmissable event** for the entire industry.

The 2025 edition, taking place at **BolognaFiere from 5th to 7th May**, has already reached **full capacity**, prompting organisers to **expand the exhibition layout**.

With the addition of extra space, the event is set to **break new records**, accommodating a growing number of **exhibitors, estimated at 1,500, and visitors**.

Luisa Bersanetti, Exhibition Manager of Zoomark, states:

*"The expansion of Zoomark 2025's exhibition layout is a direct response to the extraordinary demand from the industry, with fully booked halls marking a new record in terms of exhibitor numbers, exhibition space, and international reach. This achievement highlights Zoomark's great appeal within the **global pet industry**, a sector that continues to thrive. We are confident that a larger event, enhanced by **dedicated thematic routes and special areas**, will ensure a steady flow of **high-quality visitors**, providing exhibitors with unparalleled **business and networking opportunities**."*

BolognaFiere Cosmoprof S.p.A.

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An Expansion Reflecting the Growth of the Pet Industry

With the **addition of a 10th hall**, the exhibition space now covers an impressive **90,000 square metres**, responding to the increasing demand from **leading international players** and **emerging pet brands**.

The event will feature **industry leaders, innovative start-ups, and rising brands**, all showcasing **cutting-edge solutions** for pet care and well-being.

The **global pet market** continues to show strong growth. In **2024, global sales increased by 7.2%**, reflecting rising consumer spending on pet welfare. This positive trend makes **Zoomark the ideal platform** for companies looking to **seize new business opportunities** and strengthen their position in international markets.

Premium Business Matching

Zoomark 2025 is further enhancing its **global reach** through the **International Buyers Programme**, an exclusive initiative dedicated to connecting exhibitors with **top-tier buyers**.

The event is expected to attract **30,000 attendees**, including buyers from over **120 countries**, with significant delegations from **Europe, the United States, Asia, and the Middle East**.

Already, **200 top buyers from more than 30 countries** have joined the **International Buyers Program**, designed to facilitate **targeted business meetings**. This initiative, developed in collaboration with **ICE Agency**, focuses on key pet industry markets and will involve **distributors, specialist retailers, chain stores, and e-commerce professionals**, ensuring a **highly qualified** and relevant audience for exhibitors.

Thanks to the **B2Match matchmaking platform**, buyers and companies can **plan their meetings in advance**, optimising their trade show experience.

Thematic Paths and Special Areas

Bigger, yes – but also **more structured and efficient**. The **new Zoomark 2025 layout** has been redesigned to enhance **exhibitor–visitor interactions**, featuring **intuitive pathways** that create a **dynamic, seamless** experience for professionals attending in Bologna.

Visitors will be able to follow three **thematic routes**:

- **Italian Style** – showcasing companies that manufacture in Italy or feature Italian design.
- **GreenMark** – dedicated to sustainability-focused companies.
- **Tech for Future** – highlighting exhibitors at the forefront of pet industry innovation.

These three routes will act as a **guiding thread** for professionals, helping them **navigate** the show more effectively and focus on the most **relevant industry trends**.

In addition, **five special areas** will showcase **emerging trends and innovations**, fostering business opportunities and industry advancements:

- **Next 5.0** – a dedicated **pet-tech** space, featuring start-ups and established companies presenting **advanced technology solutions** for pet health and safety.
- **Pet Vision** – a spotlight on **recently launched products and market trends**, accompanied by an **innovation award** for the most groundbreaking solutions.
- **Aqua Project** – focused on the **aquarium and terrarium industry**, featuring **dedicated training sessions** for specialised retailers.



- **Factory** (NEW) – an area entirely dedicated to the **pet supply chain**, from raw materials to production processes.
- **Atelier** (NEW) – a showcase of **craftsmanship and excellence** in pet well-being and comfort.

The Ultimate Hub for Professional Development & Training

Zoomark 2025 will also serve as a **leading forum** for discussions on **key industry challenges**, including **sustainability and digital transformation**.

Over the three-day event, experts and businesses will share **insights and forecasts**, providing visitors with a **deep dive into the pet industry's future trends**.

As a **trendsetter and incubator for innovation**, Zoomark is the ideal place to **decode the latest industry shifts, explore consumer demands, and discover game-changing innovations**.

Save the Date: 5th–7th May 2025!

Don't miss the **pet industry's most anticipated event of the year** – online ticket sales open in the **second week of February!**

Zoomark is the premier B2B trade show for pet food and pet care, taking place at BolognaFiere from 5 to 7 May 2025. Now in its 21st edition, it remains the ultimate international meeting point for industry professionals, providing a unique platform for networking, learning, and business development.