

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

Organizzato da



An event by



All Set for Zoomark 2025

From May 5th to 7th, the curtain rises at BolognaFiere on the leading B2B trade show for pet food and pet care.

The 21st edition of Zoomark is going to be a record-breaking event, featuring themed paths, special areas, and a packed schedule of events.

From May 5th to 7th, BolognaFiere will host an unmissable new edition of Zoomark 2025, the leading B2B event for the international pet industry. The show returns with an even richer, more dynamic, and engaging offering, designed to help industry professionals navigate the major changes in the global pet care market.

Now in its 21st edition, **Zoomark 2025 is set to break records**, hosting **1,300 exhibitors** — a **23% increase compared to 2023** — with **77.5% coming from abroad**, representing **56 countries**. The event will take place across an expanded exhibition space of **90,000 square meters**, marking a **32% growth** over the previous edition, and is ready to welcome visitors from all over the world.

Further underscoring its international scope, **Zoomark 2025 will feature 8 official international pavilions**, representing key strategic markets such as the **United Kingdom, United States, Czech Republic, China, Canada, India, South Korea**, and **Poland** — a clear sign of the event's pivotal role in promoting **global exchange within the pet industry**.

A show full of new features, starting with the brand-new themed areas

Factory explores innovation and sustainability in the supply chain, **Next 5.0** features the most promising startups and pet tech, **Pet Vision** highlights cutting-edge trends with newly launched products and services, **Atelier** celebrates premium excellence in pet fashion, beauty, and gourmet food, **Aqua Project** focuses on aquariums, terrariums, and hi-tech solutions for aquatic animals and reptiles and **PawFect!** is the go-to area for groomers, with training, shows, and creative displays.

BolognaFiere Cosmoprof S.p.A.

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Live, On Stage

Zoomark once again proves to be an essential hub for professional development and training in the pet sector. The program includes workshops, conferences, roundtables, live demos, and masterclasses covering key topics like innovation, market trends, education, and the evolving habits of pet parents.

For the first time this year, in addition to sessions held in the BolognaFiere Service Center conference rooms, must-see events will also take place on four newly added stages within the exhibition layout:

- **The HUB (Hall 19)** will host institutional conferences, brand presentations, and roundtables
- **Innovation Corner (Hall 16 – Next 5.0 Area)** will be the heart of innovation, featuring the Pet Vision Awards and forward-thinking presentations
- **Factory Stage (Hall 28)** will address supply chain challenges with a focus on sustainability and process innovation
- **Pawfect (Hall 25)** will be a show within the show, dedicated to grooming with performances, advanced techniques, and animal wellness.

Save the Date

Confirmed highlights include:

- **Monday, May 5th from 10:30 AM (The HUB):** Inaugural Conference and presentation of the 2025 Assalco-Zoomark Report with updated data on the Italian pet food and pet care market
- **Pawfect! (May 5th–7th):** Three full days of creativity, technique, and talent in grooming, with live shows and themed seminars
- **Monday, May 5th (The HUB and Innovation Corner):** A double session with Nomisma and China Focus Day, exploring retail trends, respectively in Italy and the Asian market
- **Tuesday, May 6th (Pet Vision Area):** On the Innovation Corner stage, the Pet Vision Awards ceremony will honor the most innovative products from exhibitors.
- Follow the NEXT Award for Pet Innovators, featuring three exceptional judges who will choose the winner among the start-up candidates from the NEXT area.
- **Tuesday, May 6th (Innovation Corner):** An exclusive masterclass with Annamaria Tartaglia focused on startups and growth in the pet sector.
- **Dog Massage (May 6th – Pawfect Stage):** A unique session on conscious touch as a tool for animal wellness.
- **Wednesday, May 7th (Pawfect Stage):** Technical demos and workshops on pet health and beauty.



The full events programme, updated in real time, is available on the official website: www.zoomark.it in the dedicated section. Registration is required for most institutional events and events by Zoomark.

The official Zoomark App: your interactive guide

To get the most out of the show, Zoomark has developed a brand-new official app, available for free download on Google Play and the App Store.

This intuitive and comprehensive tool allows visitors to effectively plan their visit across 10 halls and 90,000 square meters of exhibition space: browse the exhibitor list, save events to your agenda, and explore the 6 special areas showcasing every angle of the evolving pet world.

The app is a digital companion designed to optimize your time and ensure you don't miss any opportunities at Zoomark 2025.

Party Time!

To wrap up the first day in style, on May 5th starting at 6:30 PM, the **Zoomark Party** will take place at Bologna Congress Centre— a post-show entertainment arena designed to welcome exhibitors and visitors in a fun and lively atmosphere.

Live music, entertainment, aperitif with finger foods and good vibes will set the stage for an evening of fun, networking, and connection-building.

It's the perfect chance to unwind after a busy day at the fair and enjoy the more social, relaxed side of Zoomark.

What are you waiting for? [Get your ticket](#) and join us on the dance floor!