

The Pet World embraces the future: Welcome to Zoomark!

The pet food and pet care industry gathers in Bologna with a clear goal: to foster networking and grow the pet business.

An event designed for visitors, with thousands of new products and world premieres to discover along Themed Pathways and in Special Areas dedicated to different market segments. A unique opportunity to stay updated and gain insights through a rich schedule of events, round tables, presentations, and market-focused sessions, including emerging countries.

From May 5th–7th, Zoomark returns — the key event of 2025 for the pet industry in Europe. Now in its 21st edition, this year it hosts 1,300 international exhibitors and expects visitors from all over the world.

The 2025 edition kicks off in a generally challenging economic context. Nonetheless, the pet products market remains solid and dynamic. Pet owners continue to invest in the health and well-being of their pets—now considered full-fledged family members—demonstrating a loyalty that makes the sector resilient to external pressures.



Zoomark has always interpreted and anticipated major trends, offering companies a prime space to showcase innovations, build commercial relationships, and seize new opportunities in a constantly evolving landscape.

"From this year on," states Enrico Zannini, General Director of Bologna Cosmoprof, "BolognaFiere Cosmoprof has taken on the organization of Zoomark, supporting its growth and internationalization. We are proud to launch the 21st edition of this event, which is proving to be Bigger and Bolder as promised, with 3 additional halls—representing a 32% increase in floor space compared to the previous edition and nearly 23% more exhibitors than in 2023," Zannini adds. "The international pet market chooses Zoomark to continue growing. Companies from all over the world confirm the importance of meeting in person at the trade fair to develop their business."

Themed Pathways

Zoomark has reached record dimensions this year: 10 halls spanning a total of 90,000 square meters, offering an unprecedented overview. To help visitors connect with 1,300 exhibitors and make their experience more effective, three themed pathways have been created, easily recognizable by floor graphics, the digital catalog, and the Zoomark app:

Italian Style: highlighting companies focused on excellence in design, quality, innovation, and creativity—true Italian flair!

Greenmark: featuring companies committed to sustainability, offering eco-friendly solutions for a greener future for pets.

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Tech for Future: showcasing technological innovation in the pet sector and what's coming next.

"Zoomark 2025 reaffirms its role as a benchmark for the international pet industry—a unique occasion to explore current trends and build strategic connections. Each edition grows in quality and vision, reflecting the transformation of a sector that's increasingly innovative, sustainable, and attentive to animal well-being," emphasizes Luisa Bersanetti, Exhibition Manager of Zoomark.

Special Areas

Designed to expand business opportunities and promote professional exchange, Zoomark 2025 includes six special themed areas:

Aqua Project (Hall 29): a stunning area with state-of-the-art aquariums, terrariums, high-tech accessories, and innovative solutions for fish, reptiles, and amphibians.

Atelier (Mall): a premium showcase of pet fashion, design, beauty, and high-end pet food—style and nutrition at their finest.

Factory (Hall 28): where innovation meets quality in the pet food and care supply chain.

Next 5.0 (Hall 16): a must-see area for pet tech start-ups and the latest market trends.

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Pawfect! (Hall 25): a hotspot for grooming professionals and animal wellness, featuring workshops and live shows.

Pet Vision (Hall 16): dedicated to brand-new products and services just launched or about to debut in the market.

Pet Vision: where pet trends are born

Located in Hall 16, Pet Vision is the showcase for newly launched pet products and services or those about to hit the market.

This year, over 1,000 new products have been selected by exhibitors, with more than 500 candidates competing for the **Pet Vision Awards**, categorized into four megatrends reflecting the pet industry's response to evolving consumer needs:

- **Value for Money:** products offering strong quality-to-price ratios during inflationary times, without sacrificing brand experience.
- **Green Transition:** eco-friendly, low-impact, and socially responsible solutions.
- **Mini Mania:** small-sized products for tiny pets—mini dogs and cats, small mammals, fish, birds, and terrarium animals.
- **Brain & Health:** products supporting pets' physical and mental well-being, encouraging cognitive and behavioral development, learning, and sensory stimulation.

Among this year's most innovative offerings: accessories made from recycled materials (like cork harnesses), brain games and sensory mats for pet enrichment, and advanced tech devices—including the first smartphone for pets! Also on display: automatic food dispensers and fountains connected to owners' smart devices.

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Beyond cats and dogs, the spotlight also includes food and accessories for birds, small animals, and exotic pets, which are increasingly popular among pet lovers.

As always, Zoomark will feature the best in international pet food—from gently cooked meals (preserving nutritional value through low-temperature cooking) to alternative ingredients, single-protein diets, functional foods, and a wide variety of snacks.

Pet Vision Awards & Next Award for Pet Innovators

On **Tuesday, May 6th at 4 PM**, the Pet Vision area will host the **2025 Pet Vision Awards Ceremony**, where an international jury of journalists will honor the most innovative and relevant products. Following that, the **Next Award for Pet Innovators** will be presented to the most groundbreaking start-up in the field.

Business, networking & education

Zoomark is the ideal place to connect with top exhibitors and manufacturers in the global pet industry. Across the three days of the event, numerous free round tables and conferences will take place.

The packed event calendar includes sessions by exhibitors and media partners, primarily in Halls 16, 19, 25, and 28, featuring the following new stages:

- **The HUB** (Hall 19): the main stage with 120 seats, hosting institutional events, including the Opening Conference and exhibitor presentations.
- **Innovation Corner** (Hall 16): located in the Next 5.0 area, this stage focuses on innovation and hosts the Pet Vision and Next Awards ceremonies.
- **Factory Stage** (Hall 28): centered on supply chain themes such as sustainability and production innovation.

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- **Pawfect Stage** (Hall 25): designed for groomers and pet beauty professionals, it's a show within the show, thanks to partnerships with On Hair Dog Edition and Dog Massage, developed with Cosmoprof.

Bigger & Bolder Party

After a day full of meetings and discoveries, Zoomark invites you to experience its most vibrant side with a special evening event: the **Zoomark Party**, on Monday, May 5th from 6:30 PM at Bologna Congressi.

An exclusive celebration where exhibitors and visitors can come together in a relaxed and inspiring setting, featuring live music, gourmet finger food, sparkling drinks, and exciting entertainment.

It's the perfect way to unwind after a busy day at the show and keep building meaningful connections in Zoomark's friendly and social atmosphere.

Don't miss it! Get your ticket and come have fun with us!

Welcome to Zoomark

Tickets and complimentary passes can be purchased or redeemed at www.zoomark.it.

To stay updated during the three-day event, the Zoomark App and official daily newspaper, Zoomark Daily, are available at all event entrances.

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