

And the winner is...

Zoomark announces the winners of the 2025 Pet Vision Awards and NEXT Award for Pet Innovators

The awards ceremony for the Pet Vision Awards and the NEXT Award for Pet Innovators 2025 took place today at the heart of Zoomark 2025, held at BolognaFiere. These awards recognize the most innovative and original products in the pet food and pet care sectors, as part of the 21st edition of the international trade show running from May 5th to 7th.

Pet Vision Awards: the four Megatrends Winners

On the stage of the **Innovation Corner** in Hall 16, located within the Pet Vision area – a showcase of excellence featuring over 1,000 new products presented by Zoomark exhibitors – the winners were announced. Selected by a panel of international pet industry journalists, the awards honor the products and services that best embody the four key megatrends shaping the future of the pet industry.

The winners in each category, presented by Paola Cane, CEO of MiaSolution, are:

- Representing the **Value for Money** megatrend, which identifies products and services with a high quality-price ratio, *VisioFocus Animal* by **Tecnimed S.r.l.** claims the first prize: a contactless infrared thermometer that measures pets' temperature directly from the eye, combining precision and practicality with excellent value for money.
- **Lunch Boxes for Dogs & Cats** by **Viozois Sa**, the pet food range presented in an original 100% recyclable lunch box, free from composite materials, combining environmental sustainability, ease of use, and optimal food preservation, wins among the products and services that stand out for environmental sustainability and social responsibility (**Green Transition**).



- For the **Brain & Health** megatrend, which gathers products that promote the psychophysical well-being of animals, including cognitive and behavioural development, the winner is *Natsbi Steamed Dog* by **Gosbi Pet Food**: dog food with a high percentage of meat or fish (85–90%), gently steamed to preserve nutrients, without the need for refrigeration or freezing.
- Finally, topping the podium in the **Mini Mania** category, dedicated to products and services designed to meet the specific needs of small pets, is the *Linea Fieni* by **Mantovani Pet Diffusion Srl**: a range of natural hay and snacks for rodents, made with plant-based ingredients and sun-dried hay, designed to provide nutrition, dental hygiene, and behavioural stimulation for small animals.

With the Pet Vision Awards, launched in the previous edition, Zoomark continues to celebrate innovation and the evolution of the pet market, spotlighting cutting-edge solutions that improve the lives of companion animals and respond to new consumer demands.

Carepet wins the first-ever NEXT Award for Pet Innovators at Zoomark 2025

This year, for the first time at Zoomark, the **NEXT Award for Pet Innovators** was presented – a new recognition dedicated to start-ups that are transforming the pet industry with original ideas and pioneering technologies.

A panel of experts composed by Annamaria Tartaglia, CEO of TheBrandSitter and Executive Director di Angels4Women, Oliver Mengedoth, Chief Editor of Pet Worldwide magazine and Matteo Di Giammarco, Account Strategist of Google, selected the four finalists and invited to pitch their solutions live during the event.

The award went to **Carepet** by Domethics, a smart pet bed that monitors vital signs such as heart rate, breathing, and sleep quality, along with environmental conditions in real time through a dedicated app.



With the NEXT Award for Pet Innovators, Zoomark reinforces its commitment to supporting emerging innovation by giving visibility and growth opportunities to the most promising new players in the pet industry.