

**ZOOMARK**

5–7 May 2025  
BolognaFiere, Italy

Organized by



An event by



# ZOOMARK 2025 Hits the Mark!

A new, modern, and vibrant concept, with greater visitor engagement through three thematic paths and over 80 events organised across four stages inside the halls.

**Just after the show's conclusion, the bookings restart without pause because the new chapter has already begun! The next unmissable event at Zoomark will be from May 10th to 12th, 2027.**

The 21st edition of **Zoomark**, the international pet food and pet care trade show, held at **BolognaFiere** from **May 5th to 7th**, has just concluded, surpassing all expectations and solidifying the event's leading role in the European pet market.

It's not just the numbers that confirm its success, with an increase in both exhibitors and visitors nearing **31,000**, over 64% of whom came from abroad. What truly marked the extraordinary success of Zoomark was the stimulating, engaging, and productive atmosphere over the three days of the fair.

This is evidenced by the fact that many exhibitors have already decided to confirm their participation in the next edition of Zoomark, from **May 10 to 12, 2027**, through rebooking, benefiting from a preferential rate reserved exclusively for the most prompt companies.

The balance is therefore extremely positive, reaffirming the key role the show plays in supporting both industry and distribution, fostering relationships among operators, and offering professional updates.

BolognaFiere Cosmoprof S.p.A.

Offices: viale Regina Giovanna 17 | 20129 Milano (Italy)

Registered office: via Maserati 16 | 40128 Bologna (Italy) cap. soc. i.v. € 120,000.00 – C.F.-PIVA 04717230967

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[www.zoomark.it](http://www.zoomark.it)

[info@zoomark.it](mailto:info@zoomark.it)

[exhibitor@zoomark.it](mailto:exhibitor@zoomark.it)

## **Solid Growth, Global Vision**

In recent years, Zoomark has grown significantly, but the 2025 edition marked another leap forward, with **a 23% increase in exhibitors**, leading to a redesign of the exhibition layout, **adding 3 more pavilions** to accommodate all the companies eager to launch their latest innovations and expand their business.

The **exhibitors** at Zoomark 2025 numbered **1,268**, including **43 startups**, occupying **90,000 square meters (+32% compared to 2023)**, coming **from 56 different countries**, mainly from Europe but also from the USA, Asia, and the Middle East.

If the data confirms the event's "**Bigger and Bolder**" nature, it's also thanks to the many initiatives introduced this year: the **3 thematic paths** that facilitated the visitation flow, the **6 special areas**, and numerous opportunities for meetings, exchanges, and networking.

## **Thematic Paths**

Through a collaboration between Zoomark and the Pet Sustainability Coalition (PSC), **Greenmark** was created, an itinerary designed to recognise companies showcasing their latest eco-friendly solutions at the show.

The other two special paths made it easier to identify and contact brands that emphasise two very specific fields.

**Italian Style** highlighted excellence in design, quality, innovation, and creativity, showcasing Italian style in the pet world.

**Tech for Future** guided visitors to the companies leading in technological innovation, presenting cutting-edge proposals and ideas poised to shape the market's evolution.



The presence **of buyers from 120 different countries**, many of whom arrived in Bologna thanks to collaborations with ITA – Italian Trade Agency, working in key pet industry markets, confirmed the **international appeal** of the BolognaFiere event. Among the visitors were a significant number of retailers, pet shop buyers, chain distributors, and import-export operators.

### **The Success of the 6 Special Areas**

For the first time, Zoomark featured the *Factory* area, attracting **purchasing managers, quality managers, formulators, R&D heads, and production technicians** interested in visiting companies in the supply chain.

The more discerning buyers and retailers were drawn to the *Atelier* special area, which offered exclusive, top-quality, and artisanal-style products.

Great success was also seen for the *Pawfect!* special area, dedicated to the world of grooming, which featured the *Pawfect Stage*. This stage hosted grooming seminars, shows, the first-ever Dog Massage, and performances from *On Hair Dog Edition*.

This innovative format, born from a collaboration between Zoomark and Cosmoprof, introduced the most advanced grooming techniques and trends. Live demonstrations were curated by artistic director Vittorio Masciarelli, director of *On Hair by Cosmoprof*.

The *Dog Massage* offered a unique training experience, exploring the most advanced dog massage techniques, guided by wellness expert Alessandra Scatà.

*Pet Vision* reaffirmed its place as the most intriguing special area, the heart of the event, with an exhibition of **around 500 new products** and a competition that rewarded products best aligned with four macro-trends in the sector: **Value for Money, Green Transition, Mini Mania, and Brain & Health**.

Among the most interesting and innovative products featured at Zoomark this year were accessories and products focused on **sustainability**, made from recycled or upcycled materials, like a line of harnesses made from cork; numerous **interactive mental activation toys**, such as puzzles and developmental mats for pets' well-being; and **cutting-edge technological devices**, including the first smartphone designed for pets, automatic food and water dispensers connected to pet owners' electronic devices.

As always, Zoomark showcased the best of international pet food production: gently cooked foods (low-temperature cooked to preserve nutritional values), alternative ingredient foods, monoproteins, functional diets, and a wide variety of snacks.

The fair featured not only dogs and cats but also food and accessories for birds, small animals, fish, and exotic pets, which are increasingly present in the homes of pet lovers.

### **Innovation and Technology at the Forefront**

The *Aqua Project* area, in collaboration with AIPA (Italian Association of Small Animals), was dedicated to aquariums and terrariums, showcasing key innovations in the sector. The *Next 5.0* area, entirely focused on pet-tech and innovation, was a major highlight, displaying the most interesting proposals from young startups.

These startups, alongside more established companies, presented their most advanced and diversified solutions in areas such as food, beauty, care, monitoring, IoT, games, and entertainment.



## Crucial Presence of the Press

A decisive and crucial factor in the event's success was the presence **of over 130 representatives from both Italian and international press**. The Zoomark promotional campaign over the past two years has been extensive, reaching and engaging professionals from all five continents: Europe, America, Asia, Africa, and Oceania.

## A Full Program of Conferences and Seminars

To make the fair even more engaging and stimulating, a packed program of over **80 conferences, seminars, roundtables, and presentations** was organised, helping to facilitate further exchanges, meetings, updates, and training, confirming Zoomark as an essential international event for all key players in the pet market.

## Assalco - Zoomark Report

Zoomark is an event held under the patronage of Assalco, the National Association of Companies for the Feeding and Care of Companion Animals, which also presented the *Assalco-Zoomark 2025 Report*, featuring updated data on the Italian pet food and pet care market, which continues to show dynamic growth in value, despite a challenging economic context.

## News and Upcoming Events

The 2025 edition has just concluded with great satisfaction, and attention is already turning to the next one, scheduled for **May 10th to 12th, 2027**.

The success of the event further strengthens Zoomark's international positioning, now recognised as a strategic reference point for the sector.



Confirming this role, Zoomark has officially joined the *European Pet Organization* (EPO), which brings together key national pet industry associations and aims to be a major player in dialogue with EU institutions.

Internationalisation continues with new projects already underway in China, Thailand, and Turkey. Zoomark's global success and its drive to generate business push BolognaFiere to focus even more on Eastern and non-European markets, forging new partnerships and replicating a successful format for the global pet industry.