



Interzoo 2024

38th International Trade Fair for Pet Supplies
38. Internationale Fachmesse für den Heimtier-Bedarf

7 – 10 May 2024

Organizer
Veranstalter



Honorary Sponsor
Ideeller Träger



Organization on behalf of the organizer
Durchführung im Auftrag des Veranstalters



PRESS RELEASE

May 2024

The global pet supplies industry looks to Nuremberg: Interzoo 2024 comes with record-breaking exhibitor numbers, a bigger-than-ever supporting programme, and a unique overview of the most important trends in the sector.

Wiesbaden/Nuremberg – The biggest event in the sector opens its doors in Nuremberg: From 7 to 10 May, more than 2,100 exhibitors from 68 countries will take part in Interzoo, the world-leading trade fair for the international pet supplies industry, announces Interzoo organizer WZF GmbH. Trade visitors from more than 120 countries can look forward to the most comprehensive international platform for product innovations and trends in pet supplies as well as discussions with the industry's decision-makers and innovators.

With more than 2,100 exhibitors in 14 halls on a total display area of more than 140,000 square meters, six English-language short conferences of 90-120 minutes each, and an all-day programme on the "Fresh Ideas Stage" in Hall 3 on every day of the trade fair, Interzoo 2024 offers more innovations and inspiration from all around the world than ever before!

The strong international presence at the world-leading fair, with an exhibitor contingent of around 86 percent from outside Germany and 15 national pavilions, guarantees an unrivalled overview of the global market. After Germany, the countries sending the largest numbers of exhibitors are China, Italy, the Netherlands, Turkey, the USA, Belgium and the UK. The expected 40,000 trade visitors will be able to prepare for the event with the Interzoo App. The smartphone application also helps to explore the extensive range of products by exhibitors from all over the world.



Interzoo 2024

38th International Trade Fair for Pet Supplies
38. Internationale Fachmesse für den Heimtier-Bedarf

7 – 10 May 2024

Organizer
Veranstalter



Honorary Sponsor
Ideeller Träger



Organization on behalf of the organizer
Durchführung im Auftrag des Veranstalters

NÜRNBERG MESSE

Pet owners spent more than €182 billion worldwide

The international pet supplies industry continues to grow. According to market research institute Euromonitor, the global pet supplies market was able to increase its revenue last year to around €182.7 billion (up 6 percent) despite the challenging economic climate. A growth rate of 4.7 percent is forecast for 2024. The largest pet supplies markets are North America with around €84.8 billion and Western Europe with around €37.9 billion, followed by the Asia-Pacific region at about €26 billion.

German pet market earns more than €7 billion for the first time

At €5.6 billion, the turnover of the bricks-and-mortar specialist and food retail sector in Germany last year was 9.5 percent higher than the year before. Thereof, around €4.5 billion can be attributed to pet food, and €1.1 billion to pet accessories. In addition, online sales accounted for a good €1.3 billion and wild bird seed for €161 million. In 2023, the total revenue of the German pet supplies industry was thus more than €7 billion.

Trend towards multichannel purchasing

When purchasing pet supplies, pet owners in Germany use several channels depending on their needs: Seven percent buy pet food and 11 percent pet accessories exclusively online. Most pet owners, however, shop both online and in bricks-and-mortar stores. A third of pet owners only shop in physical stores – and this is where specialist retailers have a competitive edge, as they can offer advice on not only the acquisition, but also pet care and pet food. “In specialist pet stores, pet owners can try out products, buy special pet food and use the many services offered such as pet grooming, access to affiliated vets, or aquarium support,” stresses Norbert Holthenrich, President of the ZZF (German Pet Trade & Industry Association), the key role of bricks-and-mortar pet retailers that is committed to pet welfare. As well as new business models and specialisations, pet stores that are part of a chain or franchise are gaining ground: The retail space of the 20 largest pet store operators grew by a little more than 2 percent. The German pet store business model has also been successfully exported to another 21 European countries.



Interzoo 2024

38th International Trade Fair for Pet Supplies
38. Internationale Fachmesse für den Heimtier-Bedarf

Organizer
Veranstalter



Honorary Sponsor
Ideeller Träger



Organization on behalf of the organizer
Durchführung im Auftrag des Veranstalters

NÜRNBERG MESSE

7 – 10 May 2024

Cats are still the most popular pet

The cat is still Germany's favourite pet: A total 15.7 million cats live in a quarter of German households. Forty-two percent of cat owners even have two or more feline housemates. Dogs are also extremely popular (10.5 million). And let's not forget the 4.6 million small animals like rabbits, guinea pigs, hamsters and mice and 3.5 million birds. Ornamental fish live in 2.2 million aquariums and 1.3 million garden ponds, while 1.2 million terrariums are home to various reptiles and amphibians.

Interzoo 2024: the present and future of the industry

Interzoo 2024 offers the ideal platform for a first-hand experience of current product trends in all market segments. It is the most important gathering for initiating or strengthening business contacts with international partners. At the special display areas and events from the supporting programme, there are also plenty of new things to discover: 15 national pavilions showcase the international diversity of the sector, the Product Showcase at Entrance Mitte presents selected products for various categories of animals, and the Fresh Ideas Stage in Hall 3 is the perfect venue for learning more about future trends and product innovations from start-ups and innovative companies.

"A distinguishing feature of Interzoo is that so many companies present their new products at the world-leading fair. In this way, Interzoo offers trade visitors a unique worldwide opportunity to experience first-hand and in one place a fascinating array of new products and inspiring companies and gain exclusive market insights and sector-specific information," says Dr Rowena Arzt, Director Exhibitions at Interzoo organizer WZF GmbH.

During a festive opening event on Monday 6 May, the inaugural Interzoo Exhibitor Award was presented by Interzoo organizer WZF GmbH to the companies Beaphar B.V., Prombyx GmbH, SCHEGO Elektrogeräte GmbH and Trixie Heimtierbedarf and the association PetQuip in recognition of their special association with the trade fair.



Interzoo 2024

38th International Trade Fair for Pet Supplies
38. Internationale Fachmesse für den Heimtier-Bedarf

7 – 10 May 2024

Organizer
Veranstalter



Honorary Sponsor
Ideeller Träger



Organization on behalf of the organizer
Durchführung im Auftrag des Veranstalters

NÜRNBERG MESSE

Diverse supporting programme

Alongside sessions on the pet markets in Brazil, Europe, the USA and South-East Asia, the supporting programme at Interzoo also highlights specific trending issues in the sector: The Sustainability Session presents the results of the latest Interzoo sustainability survey of more than 170 respondents, while the Social Media Session provides practical tips on effective marketing in the social web for companies operating in the pet supplies segment.

A detailed **programme overview** of all sessions in the supporting programme, events at the ZZF and WZF stand, and background information on the speakers and moderators are available at:

<https://www.interzoo.com/en/events-programme/find-sessions>

For an **overview of press events at Interzoo 2024**, go to:

<https://www.interzoo.com/en/press/press-events>.

You'll find more information in the [Interzoo app](#) and online on the Interzoo website:

- Tickets: <https://www.messe-ticket.de/Nuernberg/interzoo24/Shop?culture=en>
- Newsroom: <https://www.interzoo.com/en/news>

Press contact

Konstantin Rohé (Communications Officer Interzoo)

T +49 6 11 44 75 53-17

rohe@zzf.de

Antje Schreiber (Head of Communications / Spokesperson WZF/ZZF)

WZF GmbH

T +49 6 11 44 75 53-14

presse@zzf.de

Ariana Brandl (Accreditations, Press Centre)

Press Office NürnbergMesse GmbH

T +49 9 11 86 06-82 85

ariana.brandl@nuernbergmesse.de



Interzoo 2024

38th International Trade Fair for Pet Supplies
38. Internationale Fachmesse für den Heimtier-Bedarf

7 – 10 May 2024

Organizer
Veranstalter



Honorary Sponsor
Ideeller Träger



Organization on behalf of the organizer
Durchführung im Auftrag des Veranstalters



Information about the organizer

WZF GmbH – Pet Industry Services organizes Interzoo in Nuremberg in partnership with the German Pet Trade & Industry Association ZZF as the founder and honorary sponsor. WZF is the owner and organizer of the world's largest international trade fair for the pet industry. With far more than 2,100 confirmed exhibitors and in expectation of trade visitors from more than 120 countries, Interzoo is the undisputed world's leading international fair for pet supplies. Since 1988, WZF has engaged NürnbergMesse GmbH to operate the trade fair. Since the summer of 2020, Interzoo Academy has been offering specialist presentations on topics of interest to the pet supplies sector.

WZF is a hundred percent subsidiary of ZZF. With its business fields trade fairs and events, media work and public relations, education and the issuing agency for identification markings for protected species WZF makes an important contribution to the economic and communicative development of the pet industry.

<http://www.wzf-online.com>

Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH – Pet Industry Services

Mainzer Straße 10

65185 Wiesbaden – Germany

Managing Director: Gordon Bonnet

Commercial Register No.: HRB 23138 Wiesbaden District Court

VAT ID No.: DE 113595781

interzoo@zzf.de