



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



CLOSING REPORT

July 2024

Top results in satisfaction survey: Largest Interzoo ever inspires exhibitors and visitors

According to survey results, exhibitors and visitors at Interzoo 2024 rate the most important B2B meeting place for innovators and decision-makers in the international pet supplies sector as a great success. At its 38th edition, the trade fair showcased an extraordinary variety of new products, trends and services relating to pets. The largest Interzoo event to date, with 2,146 exhibitors in an area of 140,000 square metres and around 37,000 trade visitors, brought together the most important companies and trendsetters in the global pet supplies sector in Nuremberg from 7 to 10 May 2024.

Ninety-nine percent of visitors were satisfied to very satisfied with the range of products and services at Interzoo 2024 and 93 percent of exhibitors rated their participation as successful to very successful. These high satisfaction ratings can be attributed in particular to the strongly international character of the world's leading trade fair and the quality of the products and services on show.

Visitors: Strong interest in innovations

Just over half of the visitors surveyed stated that their main reason for visiting Interzoo 2024 was to find out about new products, an increase of six percent compared to the previous event. Ninety-six percent stated that they were satisfied or very satisfied with the range of innovations and pioneering trends presented at the trade fair. The Product Showcase at the Mitte entrance, which showcased new and innovative products in a specially staged exhibition area, was particularly impressive: 97 percent of respondents rated the Showcase as attractive to very attractive. The supporting programme with the Fresh Ideas Stage and Academy Sessions was also very well received by the visitors (96 percent satisfaction). All in all, 97 percent of trade visitors said: "I gained something from my visit to Interzoo 2024."



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Exhibitors: Interzoo 2024 as a business accelerator

Exhibitors also expressed their satisfaction in the representative on-site survey: The high scores for reaching target groups (96 percent), successfully establishing new business relationships (97 percent) and expected follow-up business (93 percent) resulted in an extraordinarily strong level of intentions to exhibit again (95 percent). The main driving force behind the success in initiating business is an excellent proportion of decision-makers. According to the visitor survey, around 91 percent of the Interzoo visitors hold management positions with decision-making authority.

The QR codes on the exhibition stands were scanned over 10,000 times using the Interzoo app to access the digital exhibitor profiles. A total of more than a quarter of a million views of the profiles in the Interzoo App shows that the combination of digital and physical trade fair presence was very popular with trade fair participants.

Global market overview and first-class business contacts

The global appeal of the trade fair is also reflected in the strong international contingent among the exhibitors and visitors. For example, 85 percent of the exhibitors and 74 percent of the visitors came to Nuremberg from other countries. With 2,146 exhibitors from 68 countries, the world's leading trade fair set a new exhibitor record, which is reflected in strong growth in regions such as Asia and Oceania. Accordingly, 98 percent of the visitors surveyed stated that they were satisfied with the international nature of the trade fair products and services, including 15 national pavilions. The visitors themselves also set a new record: The total of 140 visitor countries, including island states very remote from Nuremberg such as Wallis and Futuna, Pitcairn Islands and the Caribbean island of Curaçao, is a record for any trade fair in the pet supplies sector.

Interzoo's special position as the world's most important platform for the sector makes it the favoured meeting place for major associations and leading companies. At Interzoo 2024, leading representatives of the International Pet Advisory Council (IPAC), the European Pet Organization (EPO) and Ornamental Fish International (OFI) came together to exchange ideas and shape the future of the industry.



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NÜRNBERG MESSE

Interzoo 2026: 12-15 May 2026

In view of the high satisfaction ratings, it is not surprising that 96 percent of visitors said immediately after visiting the trade fair that they were very interested in attending Interzoo 2026. Ninety-five percent of exhibitors already know that they would like to exhibit at the world's leading trade fair again in the future. The next Interzoo will be held once again in Nuremberg, from Tuesday 12 May to Friday 15 May 2026.

Further information on Interzoo 2024 as well as the detailed event analysis with a breakdown of the product segments, visitor interest and other trade fair data can be found in the press section at:
<https://www.interzoo.com/en/press>

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Information about the organizer

WZF (Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH) organises Interzoo in Nuremberg in partnership with ZZF (Zentralverband Zoologischer Fachbetriebe Deutschlands e.V) as institutional sponsor and supporting organisation. WZF is the founder, owner and organiser of the world's largest international trade fair for the pet supplies industry. With 2,146 exhibitors and over 37,000 trade visitors from 140 countries Interzoo is the undisputed leading international fair for pet supplies. WZF has commissioned NürnbergMesse GmbH to organize the trade fair since 1988. Since summer 2020, WZF has offered online specialist lectures on pet industry topics with the Interzoo Academy.



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WZF is a 100 percent subsidiary of ZZF. It makes a major contribution to the economic development and communications strategy of the pet industry through its business segments Trade Fairs & Events, Media Relations & Industry-specific PR and Training & Professional Development, and through its animal ID agency.

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