



# 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

February 2024

### **Flagship event for the pet supplies industry: world-leading fair Interzoo 2024 sold out**

**Wiesbaden – More than two and a half months before it starts on 7 May 2024, the leading international trade fair for the pet supplies industry is sold out – despite having a much larger exhibition space with an additional two halls compared to Interzoo 2022. As the largest and most important meeting place for the international pet supplies industry, Interzoo 2024 (7 –10 May) will once again be the world’s most-used platform for new products and trends in the sector. As the industry’s leading trade fair, Interzoo offers the most comprehensive product overview of all relevant segments in an expanding pet industry.**

At the beginning of February 2024, Interzoo organizer WZF (Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH) announced a new record, with the number of exhibitors exceeding the 2,000 mark. Due to the consistently high demand, the remaining exhibition space has now also been allocated. Well over 2,000 companies from about 70 countries will showcase their products and solutions in 14 exhibition halls that cover an overall exhibition space of more than 140,000 square metres. “The sold-out Interzoo halls that break records with regard to exhibitor numbers, exhibition space and internationality show the huge pulling power of Interzoo for the gradually growing international pet supplies industry,” says Gordon Bonnet, Managing Director of WZF and ZZF (German Pet Trade & Industry Association, the institutional sponsor of Interzoo). “For trade visitors, there is no better opportunity on the globe to experience first-hand the incredible array of new products and exciting companies, to build networks, and to gain inspiration!”



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### Unique market overview

The strong international presence at the world-leading fair, which has an overseas exhibitor contingent of around 86%, ensures an unrivalled overview of the global market. After Germany, the countries with the largest numbers of exhibitors are China, Italy, the Netherlands, Turkey, the USA, Belgium and the UK. There will be a total of 15 national pavilions, from Brazil (two pavilions including one devoted to aquariums), Canada, China (two pavilions), the Czech Republic, France, Hong Kong, India, Italy, Korea, Malaysia, Taiwan, the UK and the USA.

WZF has noted an increase in registrations for stand space from some European countries, e.g. from Italy (+31%), Poland (+27%) and Turkey (+26%). There has also been stronger demand from outside Europe, e.g. from the USA (+60%), India (+34%) and South Korea, which has almost doubled its display area. China, which only sent 29 exhibitors in 2022 due to pandemic-related travel restrictions, accounts for the largest growth in display area with a fifteenfold increase. "The stronger demand across all continents shows how important Interzoo is as a showcase for innovation and a gathering place for industry decision-makers from all around the world," says Dr Rowena Arzt, Director Exhibitions at Interzoo organizer WZF.

### Product segments at Interzoo 2024

As in the past, products for dogs and cats account for the majority of the exhibits, with 81.2 percent of all exhibitors representing this segment. The next largest product categories are small animals and rodents (14.1%), aquariums and terrariums (13.3%), ornamental birds (11.6%) and pet food technology (8.4%).<sup>1</sup>

### Many international visitors expected

In view of these record-breaking figures, Dr Rowena Arzt assumes there will be a lot of international visitors: "The importance of Interzoo as a leading international fair and compass for a diversifying sector makes it the most popular setting for cultivating international contacts, dialogue and business." Starting with the Petfood Forum Europe on Monday 6 May 2024, the week's activities at Interzoo will map the entire supply chain and creative power of the pet supplies industry through market insights, innovative special shows, and coverage of topical issues like sustainability.

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<sup>1</sup> Data based on product category allocation of exhibitors in registration process.



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Additional information can be found in the **Interzoo App** and online on the Interzoo Website:

- Supporting programme: <https://www.interzoo.com/en/events-programme>
- Tickets: <https://www.messe-ticket.de/Nuernberg/interzoo24/>
- Newsroom: <https://www.interzoo.com/en/news>
- Services für media representatives: <https://www.interzoo.com/en/press>

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## **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 2,000 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.



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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.

[www.wzf-online.com](http://www.wzf-online.com)

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