



Interzoo 2024

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

7 – 10 May 2024

Organizer
Veranstalter



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PRESS RELEASE

May 2024

Trends in the pet supplies industry at Interzoo 2024: smart solutions, sustainable production, high-quality ingredients and health-promoting products

Wiesbaden – At Interzoo 2024, which will take place in Nuremberg from May 7 to 10, around 2,150 established players and start-ups from 68 countries are presenting their innovations and highlights on a display area of more than 140,000 square metres. The 38th and largest-ever edition of the world-leading trade fair for the pet supplies industry will once again emphasize its role as the most important business event for industry trends and innovations for dogs, cats, small mammals, ornamental birds and fish, terrarium animals, horses and animals in the garden.

Pet ownership is more than just a global trend. The pet population is currently at a high level worldwide and shows just how special the bond is between humans and animals. People enjoy sharing their lives with pets and attach immense importance to their well-being. Against this background, the requirements of pet owners are becoming more demanding, their needs are growing, and new aspects are being tapped into. The pet supplies industry is responding to this trend by continuously developing products that facilitate the health-promoting and environmentally compatible care of pets, with functional accessories, innovative design, and the integration of smart technology into the daily life of pets.

Healthy and sustainable products in great demand

In the German and international pet supplies market, the trend towards premium products for pets continues unabated, especially for products that promote animal health and care, toys and accessories that help their well-being, and pet food based on natural and regional ingredients and minimal processing.



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Accordingly, Interzoo 2024 displays a diverse range of high-quality sustainable pet food, as well as grooming products with natural ingredients, articles for dental and fur care, educational toys, and pet-friendly accessories. As well as favouring regional ingredients, many companies are also focusing on the development of more sustainable packaging solutions.

Animal needs under the spotlight

In the form of vegetarianism and nutritional supplements, two trending issues from the human sphere are also influencing the product developments of pet food manufacturers. When looking for new sources of protein, companies are not just focusing on insect proteins (mealworms and silkworms) but are also considering flexitarian or vegan options like microbial proteins free of animal-derived ingredients. The large market for pet food and snack products is also diversifying to include health-promoting and health-maintaining supplements based on the animal's weight, age, size, activity and pre-existing conditions, for example.

Pets and lifestyle

Starting as a general economic trend, the desire to express personal style preferences and lifestyle choices has also reached the pet supplies sector, with pet food for "sporty animals" and a wide range of products for leisure activities with animals (from pet carriers to jogging leashes or first-aid sets) that allow pet owners to include their pet in their personal recreational activities.

Even within the home, quality and (life)style are some of the main requirements to be met by new products. Whether comfortable, animal-friendly "living environments" for small mammals and birds, natural-look aquariums, or dog baskets and cat scratching posts that match your decor, the right "look and feel" of accessories and furniture is at the core of many new products. Many pet owners are also looking for practical features: Products like rabbit toilets, cleaning preparations to deal with pet hair, an inflatable pet box for the car or orthopaedic dog or rabbit beds help people live comfortably with pets and improve animal welfare.

Pet products with artificial intelligence

Moreover, smart products are available that simplify daily life with and for pets. Many have already been around for several years, for example, feeding stations, self-cleaning pet toilets, automated aquarium controllers and smart cat flaps. The use of artificial intelligence now promises to take these approaches to a new digital level. Whether nose-print recognition, AI-based health applications or cat flaps with integrated cameras that identify prey or other items in a cat's mouth – the door to a new digital world has been opened and promises to deliver exciting insights at Interzoo 2024.

For more information go to the **Interzoo app** and Interzoo website:

➤ Tickets: <https://www.messe-ticket.de/Nuernberg/interzoo24/>



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- Events: <https://www.interzoo.com/en/events-programm>
- Newsroom: <https://www.interzoo.com/en/news>
- Press Service: <https://www.interzoo.com/en/presse>

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

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 more than 2,100 confirmed exhibitors and in expectation of 40,000 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.

www.wzf-online.com

Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH – Pet Industry Services

Mainzer Straße 10

65185 Wiesbaden – Germany

Managing Director: Gordon Bonnet

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Commercial Register No.: HRB 23138 Wiesbaden District Court

VAT ID No.: DE 113595781

interzoo@zzf.de