



Interzoo 2026

Die Weltleitmesse der Heimtierbranche.
World's leading trade fair for the pet industry.

**12-15
May**

**Nuremberg,
Germany**

PRESS RELEASE

July 2025

Interzoo 2026 already attracting strong interest from exhibitors worldwide

Wiesbaden: As the leading international fair for the pet supplies sector, Interzoo (12–15 May 2026) is a magnet for pet industry manufacturers and professionals from all around the world. The large international contingent among the companies already registered around ten months before the start of the event underscores the worldwide interest within the pet industry. More than 1,000 companies from 53 countries have already booked their stands.

“We are delighted by the particularly early and exceptionally high demand for places at what is the most international fair in the sector. By participating in Interzoo, companies are investing in their visibility, their sales, and their strategic growth. This is vital in a dynamically evolving global pet supplies market. For many in the sector, Interzoo is the most important B2B gathering and consequently, the highlight of the 2026 calendar,” says Norbert Holthenrich, President of the German Pet Trade & Industry Association (ZZF), the institutional sponsor of Interzoo.

The event, which is held every two years, is the most important and most international trade fair for pet products. At the last Interzoo in 2024, around 2,150 exhibitors from 68 countries showcased their product innovations, trends and services. Since registration opened in March this year, exhibitors from 53 countries have already booked their stands for Interzoo 2026. There has been especially robust growth in demand from Spain, the USA and Italy, while the number of registrations from Poland, Hungary and Turkey already exceeds the number of companies from these countries that took part in the previous event. Interzoo has planned a total of 15 exhibition halls for the next show to be held in Nuremberg from 12–15 May 2026.

Veranstalter:
Organizer:



Ideeller Träger:
Honorary sponsor:



Durchführung im Auftrag
des Veranstalters:
Organization on behalf
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NÜRNBERG MESSE

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“The massive response from the pet supplies industry shows that companies have an undeniable need to meet one another in person at Interzoo, present products to customers directly, and build international networks,” says Dr Rowena Arzt, Director Exhibitions at WZF (Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH). “Alongside established exhibitors, numerous new exhibitors from all around the world have registered for 2026. With a view to the coming event in May 2026, three factors are already underlining Interzoo’s diversity and leading role: the strong international presence, the varied nature of the manufacturers from the sector already registered, and of course, the incomparable range of products on display,” Arzt explains.

New national pavilions

At this point in time, numerous national pavilions have already been confirmed, including new registrations like the Turkish pavilion. “To date, 16 national pavilions have been planned. These pavilions provide the opportunity for international exhibitors to take part in the world-leading fair as part of a national pavilion including turnkey concepts and special services,” Dr Arzt explains.

Interzoo 2026 offers attractive supporting programme

With its highly topical supporting programme reflecting the pulse of the industry, Interzoo 2026 offers insights into the key issues and trends affecting the global pet supplies sector. Apart from the “Fresh Ideas” stage to present start-ups and innovative products, numerous mini conferences on specific markets and regions, and the Interzoo Party networking event, a special programme has been added the day before the fair: On 11 May 2026, the Petfood Forum Europe organised by WATT Global Media will take place at Exhibition Centre Nuremberg for the third time.

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Information about the organizer

[WZF GmbH – Pet Industry Services](#) is the owner and organizer of the world's largest international trade fair for the pet industry Interzoo in Nuremberg. WZF is a hundred percent subsidiary of the [German Pet Trade & Industry Association ZZF](#), the founder and honorary sponsor of Interzoo. With around 2,150 exhibitors and 37,000 trade visitors from 140 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. 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.

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