



Interzoo 2026

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



PRESS RELEASE

May 2026

Trends at Interzoo 2026: Health, sustainability, AI-supported pet care, and premium-quality pet accessories

Wiesbaden / Nuremberg – Approximately 2,400 exhibitors from roughly 70 countries of the world will present their innovations and highlights at the Interzoo trade fair, the most important B2B event for the global pet industry, to be held in Nuremberg from 12 to 15 May 2026. This year, the world's leading trade fair for the pet industry will provide approximately 150,000 square meters of exhibition space across 15 exhibition halls to established companies and start-ups to present their diverse products and services for dogs, cats, small mammals, pet birds, ornamental fish, terrarium animals, and yard animals.

Many people are emotionally attached to their pets as valued family members and companions. Pets are found in 43 percent of all households in Germany. And 57 percent of pet owners consider themselves to be the “parents” of their dogs, cats, rabbits, or birds.* “When pets are loved as “furry children” and animal lovers become the health managers of their pets, it is not surprising that our customers are intensely interested in providing optimal care to their beloved pets and want to do everything they can to ensure that their pets enjoy long, comfortable lives,” said Norbert Holthenrich, President of the German Pet Trade & Industry Association ZZF (*Zentralverband der Heimtierbranche e.V.*), the honorary sponsor of Interzoo. He continued by saying that the international pet industry is meeting this demand with an increasingly diversified offering of health-promoting and sustainable products and solutions ranging from pet food and accessories supplies to smart technologies that make living with pets safer, easier, and more comfortable.

Health promotion and preventive care

Products that can improve the well-being of pets, prevent diseases, and lengthen their life expectancy are a major trend at Interzoo 2026.

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The food we put in the bowls of our dogs, cats, or pet rodents and the treats we give them as a reward should not just be filling. These days, healthy ingredients like vitamins, vital nutrients, probiotics and postbiotics, and superfoods such as cranberries, green tea, or chia seeds are either included in pet food recipes or can be added to pet food or drinking water in the form of toppings, drops, or powder. Another strong segment of the pet food industry consists of functional snacks and treats that also strengthen our pets' immune system, support their joints, or improve their intestinal flora. And we can improve the mental health of our pets with calming nutritional supplements.

In the healthcare segment, many manufacturers are focusing more on animal-adapted skin care, coat care, and dental care of our quadruped friends. For example, they will be exhibiting innovative dermo-cosmetic products to prevent allergic reactions and eczema and dental care products to remove plaque and tartar from the teeth of dogs and cats. Given the growing importance of appropriate coat care as an integral part of modern pet care, Interzoo will organize the first-ever Interzoo Groomers' Day for professional dog groomers and pet care professionals this year.

Alternative protein sources

Another key trend involves the use of alternative protein sources in pet food. Both established brands and newcomers will present pet food products containing new animal-based and plant-based ingredients at Interzoo 2026. Animal-based protein sources include such diverse ingredients as sashimi-quality fish and lobster, grasshoppers, silkworms and mealworms, as well as other protein sources that are either cultivated or derived from animals. Exhibitors will also be presenting vegan or vegetarian food solutions for dogs. Another expected point of emphasis will be food and snack products based on a single protein source in every case as a means of reducing allergic reactions and food intolerances.

Sustainability is embedded in the business philosophy of many companies

At Interzoo 2026, sustainability is not just a trend embodied in niche products, but an integral topic affecting all stages of the value chain from product development and production processes to sales and merchandise presentation. Particularly in the food and snacks segment, sustainability has long been firmly embedded in the business strategy of a good many manufacturers and part of their brands' DNA. In this regard, they are responding to the growing interest of pet owners in sustainable solutions while at the same time implementing the guidelines of the EU Supply Chain Act, which is also applicable to the pet industry.



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Also in the pet supplies segment, sustainable solutions will be on display at Interzoo 2026. For example, many exhibitors will be presenting cat litter products made from renewable resources like wood, coconut fibres, wheat straw, or cassava, as well as lavender and lemongrass fragrance in some cases. They will also be presenting original pet toys made from recycling and upcycling processes, for example. In this context, Interzoo 2026 will devote a one-day conference to the key topic of sustainability aimed at CSR managers and prospective sustainability experts in the pet industry. This first-ever conference will present strategic perspectives and practical recommendations to drive progress across the entire value chain.

Functional and stylish accessories

Whether during weekend outdoor activities or while on holiday, the importance of pets as social companions is also reflected in new products that help pet owners keep their furry friends at their side around the clock. Many products ranging from jogging leashes in popular, fashionable colours to life jackets and bicycle trailers, as well as safe and comfortable transport solutions like pet trolleys, travel crates, and carry cases for travel by automobile or airplane will be presented at Interzoo 2026. These highly functional, premium-quality products are meant to facilitate an active, mobile lifestyle in the company of pets. Practical products such as odour-eliminating cleaning agents and smart animal hair vacuums will be exhibited as well.

Living environments for pets

Many stylish and thoughtful products and accessories for home living in a wide range of designs to suit every pet owner's preferences will likewise be on display at the trade fair. Animal-friendly living environments for small mammals and birds, as well as bed baskets and scratching posts with nifty designs, are some examples of products meant to facilitate co-habitation with pets, well adapted to the latest furniture trends.

Functional mini ecosystems for terrariums and aquariums are very much in demand these days. Innovative new products such as bioactive terrariums, habitat reconstructions, and biotope aquariums create living works of art. Biotope aquariums are built to resemble the fishes' natural habitats. Tanks are built with natural materials like wood or plant roots. Aquariums equipped with stylish furniture make a perfect fit with the surrounding human habitat. Open-top pond-style aquarium tanks with plants protruding from the surface of the water create the illusion of a pond in the middle of one's living room. Aquarium owners who prefer minimal effort and attach importance to sustainability will find power-saving technology, automatic surveillance and



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control systems for aquariums or terrariums, and sensors for measuring water values or atmospheric humidity. Technical systems for both aquariums and terrariums are kept as hidden as possible so as not to disturb the image of nature.

Smart pet products

In other pet care segments, many pet owners appreciate the assistance afforded by smart products that simplify and optimize the care of their animal companions. Feeding stations, drinking fountains, self-cleaning toilets, automated aquarium control systems, and app-controlled pet cameras can now be found in many pet owners' homes.

As in other applications of the "Internet of Things," artificial intelligence has made it possible to offer fascinating new functions such as facial recognition at feeding stations and cat flaps and interactive pet toys with integrated cameras to entertain pets and enable their owners to monitor them remotely. Furthermore, the performance of such devices can be continuously monitored so that pet owners can take immediate action if they malfunction in any way. This is a major step forward especially in aquarium and terrarium systems.

*Heristo: Generationenbarometer Pet Food 2025

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Information about the organizer of Interzoo

[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 [ZZF – German Pet Trade & Industry Association](#) 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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