



Interzoo 2026

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

12-15
May

Nuremberg,
Germany

PRESS RELEASE

April 2026

Interzoo 2026: The world's leading trade fair for the pet industry is set to be more diverse and international than ever.

Wiesbaden/Nuremberg– With just about a month to go before its opening, Interzoo 2026 (12–15 May 2026), the world's leading trade fair, will host over 2,350 exhibitors from all five continents. As a place for thought leadership in the international pet industry, Interzoo also offers a comprehensive supporting programme. Already on 11 May, the Interzoo Sustainability Conference and the Petfood Forum Europe will take place. With Interzoo Groomers' Day on 14 May 2026, the international grooming community will have its own dedicated event. The programme will also feature Academy Sessions and start-up presentations, as well as a new stage with insights into international procurement and supply chains.

Interzoo organiser WZF GmbH – Pet Industry Services (WZF) reports triple-digit growth in exhibitor numbers compared to the previous edition. The gross exhibition area has increased by around 10,000 square metres (+7%) and now spans 15 exhibition halls – one more than in 2024. “The sharp rise in exhibitor numbers and the high level of international participation from around 70 countries highlights the pet sector's keen interest in Interzoo and once again demonstrates the global significance of Interzoo as a physical meeting place for the international pet industry,” says Gordon Bonnet, CEO of WZF and ZZF, German Pet Trade and Industry Association, the honorary sponsor of Interzoo. “With around 150,000 square metres of gross exhibition space – the highest figure ever recorded – Interzoo is featuring a unique variety of product and brand presentations, offering something for everyone and bringing the entire world of pets to life through all the senses.”

Global market overview

The world comes together at Interzoo: Nearly 88% of the exhibitors are from abroad. Following Germany, the countries with the highest number of exhibitors are China, Italy, Turkey, the Netherlands, Belgium, Spain, the USA, Poland and the UK. New exhibiting countries that were not present at the previous Interzoo 2024 are Egypt, Kazakhstan, Mexico and Saudi Arabia. A total of 16 country

Veranstalter:
Organizer:



Ideeller Träger:
Honorary sponsor:



Durchführung im Auftrag
des Veranstalters:
Organization on behalf
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NÜRNBERG MESSE

www.interzoo.com



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pavilions will be on display, representing China, France, the UK, Hong Kong, India, Italy, Canada, Malaysia, Spain, Sri Lanka, South Korea, Taiwan, Thailand, the Czech Republic, Turkey and the USA. Turkey, Thailand and Spain are represented with their own country pavilions for the first time.

In terms of exhibition space, Interzoo has seen a significant increase in the number of stands from European countries, as well as from North and South America and Asia. This is due both to the increase in the number of exhibitors and to the fact that exhibitors have expanded their stands.

Dr Rowena Arzt, Head of Exhibitions at Interzoo organiser WZF GmbH, says, "The growing demand from every continent confirms that Interzoo is an essential meeting place for industry decision-makers worldwide. Trade fairs reflect market trends and serve as a marketplace for opportunities. At Interzoo, global business contacts are maintained and new supplier relationships established. The entire pet industry comes together in Nuremberg during Interzoo, acting as a catalyst for the sector. At the world's leading trade fair, innovations are presented, developments are discussed, and tomorrow's trends emerge. Many exhibitors focus their product development specifically on Interzoo, using our trade fair as a platform for the world premiere of their innovations."

Interzoo 2026 offers a wide range of products*

A lot of Interzoo exhibitors operate in several segments. 1,703 companies offer products for dogs, and 1,378 present products for cats. 288 exhibitors showcase food and accessories for small animals and rodents. Visitors can discover the latest aquatics products from 233 exhibitors, while 100 exhibitors are showcasing new terrarium equipment. 191 exhibitors are presenting products for ornamental birds. A total of 235 exhibitors will be providing industry professionals with solutions in the field of pet food technology. Interzoo 2026 is dedicating a separate industry event to this key theme, the Petfood Forum Europe.

*Data source: Exhibitors' product group classifications on www.interzoo.com, 31 March 2026

A varied supporting programme

Interest in Interzoo and its accompanying events is also highly international among visitors: currently, 74% of ticket bookings are from outside Germany. Visitors from all five continents have registered. As well as doing business, visitors expect to have opportunities to network and exchange ideas with experts, as well as to gain exclusive insights into industry trends. Interzoo caters specifically to these interests with its varied supporting programme. On the day preceding the official commencement of the trade fair (11 May), the Interzoo Sustainability Conference will be taking place. Elliott Harris, former Deputy Secretary-General of the United Nations, will be delivering the keynote address.



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The conference will offer CSR managers and sustainability experts in the pet industry practical recommendations for implementing changing regulations, strategic perspectives, and numerous networking opportunities. On the same day, the Petfood Forum Europe will take place, focusing on manufacturing processes and ingredients in pet food. On 13 May 2026, the first Women in Petfood Leadership Event in Europe will be held. A day later, on 14 May 2026, groomers and professionals in the pet care sector can take advantage of the full-day programme of the first Interzoo Groomers' Day. All four events will be held in English, with a German translation provided at the Interzoo Groomers' Day.

At the new Sourcing Stage in Hall 12, visitors can find out about the latest trends, challenges and solutions in international procurement processes and network with colleagues from around the world. Six Academy Sessions offer insights into different regions, as well as the topics of healthcare and social media. On the Fresh Ideas Stage, 36 start-ups and innovative companies will present new ideas for the industry.

“With its unique combination of market insights, innovative special exhibition areas, and events on current topics such as sustainability, Interzoo reflects the creativity and transformative power of the entire pet industry value chain. As the world's leading international trade fair, it provides guidance and inspiration to a diversifying industry. This is where the industry comes together to cultivate international contacts, conduct business and engage in high-level dialogue.” summarises Dr Rowena Arzt.

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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 [ZZF – German Pet Trade & Industry Association](#) the founder and honorary sponsor of Interzoo. Interzoo is the world's leading B2B- international fair for pet supplies. At its last edition in 2024, it attracted around 2,150 exhibitors and 37,000 trade visitors from 140 countries. 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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